PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVI NEW YORK, JANUARY 29, 1914 No. 5



When we decided to make an outline map of an undergarment, bringing out its specially strong features in bold relief, we got entirely away from the ordinary underwear illustrations.

It was a popular-priced garment for husky men, and we wrote our text in the vigorous vernacular of our audience.

Nothing very startling about that? No, but it placed this particular underwear on the advertising map in one season, whereas if it had been advertised in the ordinary way, it could only have arrived through long pushing.

We wouldn't at all mind your inquiring of the P. H. Hanes Knitting Co., of Winston-Salem, N. C., as to how satisfactorily we have worked with them in advertising their product.

N. W. AYER & SON

This is a reproduction of an illustration used for a page in the Saturday Evening Post.

Philadelphia New York Boston Chicago

Time

Do you remember as a youngster you had a time for everything? Tops, marbles, kites, etc., came in regular order.

No dealer made any special effort to get your marble "business" in top-time. Dear me, no! He made his drive on *tops* then and waited for the season to *help* push the marbles.

How about *your* present business plans? Do they recognize this element of time?

Conditions vary in the different sections of this country. The time to advertise paint is a month or two earlier in Georgia than it is in the Middle West.

By the use of Standard Farm Papers every advantage can be taken of the selling power of the element of time.

The campaign may be nation-wide and yet strictly local in its direct and close application to every section.

Incidentally if the element of time is a strong factor in a business way, consider its even greater value from an editorial standpoint.

One feature of the pulling power of Standard Farm Papers is the fact, that being state or class mediums, they profit editorially by careful use of the element of timeliness.

TRADE MARK OF QUALITY

Standard Farm Papers

are Farm Papers of Known Value

Wallaces' Farmer
Kansas Farmer
Progressive Farmer
Missouri Farmer
The Wisconsin Agriculturist
Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXVI NEW YORK, JANUARY 29, 1914 No. 5

Manufacturer As an Educator of Retailer's Salespeople

By H. W. Gossard

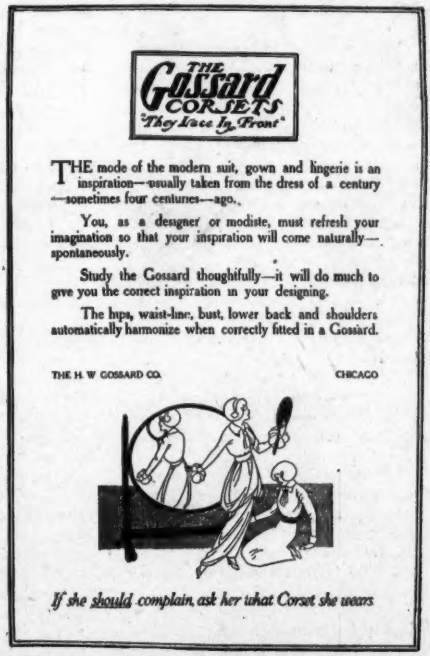
President of the H. W. Gossard Company, Chicago, "Gossard Corsets"

IN the long run, it is more economical to indicate to your dealers *how* to sell your goods than it is to try to argue, or cajole, or drive them into doing so. This is particularly true if the product is one on which the public needs education. The real question turns on how to show the dealer and how far to go in helping him.

One of our traveling saleswomen will sell a dealer a bill of goods and after they have arrived will dispose of the greatest part of this initial stock in two or three days. She will, if the merchant wants her to do so, reorganize his corset department, adding our high-priced, nationally-advertised numbers that give the merchant a better profit than the low-priced lines do, and will train his saleswomen in the fitting and selling of our corsets.

It is necessary to continue the training of the store saleswomen by mail and we publish a house-organ largely for this purpose. We also devote a good deal of attention at our home office to the instruction of women who come to us for personal training in Chicago.

This is expensive, but on the other side of the balance sheet are the following advantages: We actually sell the goods, dispose of



INTIMATE APPEAL TO DRESSMAKERS REACHES CLASS THAT ORIGINALLY INTRODUCED GOSSARDS WHEN THEY WERE $25 EACH

Table of Contents on page 110

the dealer's stock, and book a duplicate order. We show him that high-priced corsets actually can be sold; we teach one or two of his saleswomen how to sell them, and in this way, and by means of our house-organ, we lay the foundation for close relations with the dealers and their saleswomen. The saleswomen in the stores become almost as much a part of our organization as our own saleswomen are. The relations are quite close when we train them in Chicago and supply them to dealers. Lastly, we must not overlook the local advertising the dealer does in connection with these demonstration sales and at other times as a result of our co-operation and the important consequences to us that flow from building up a first-class corset department in his store. Our dealers are our friends.

MADE CORSET DEPARTMENT PAY BEST

"We have at last made the corset department pay better than any other," is the statement of many dealers. Wherever our corsetiere saleswomen have been, we hear such things and now that we are bettering our written instructions and getting them on a more practical basis, we are securing similar results and testimonials from dealers who bought and stocked as a result of our advertising and not of the saleswomen's helps.

The special training of the corsetieres was an absolute necessity. We could have done nothing without it.

"There are just two trades in the store—gloves and corsets," a New York department store man told us the other day. "Everything else just fills in. We could transfer any other clerks from one department to another without its making any particular difference. After they had learned the prices, they would be just as good in one place as they would in another, but we could not transfer them to the corset or glove departments. The young women who fit gloves and corsets must know their business, and good ones do."

When we first began to do business a dozen years ago, the average sale price for any kind of corset on the market was about $1.50. Practically everything above $3.00 was sold to order from measurements. There were no extensive lines, and the attention they got from either the public or the store was comparatively small in comparison with what is given today. Improved designing and advertising has changed all that. Our dealers, at least, have now come to realize that high-priced corsets, such as $5.00, $6.50, $8.50, $10.00 and $15.00, and upward, can be sold from stock, and there is a larger net profit from the corset department, than from any other department in their stores.

That is one of our most constant representations to them. Our greatest effort, we point out, is to raise the average retail sale price of corsets in their department. There is a solid business reason for this aside from giving the dealer a profit that will assure his interest in the line. Corset-making is a science and corset-fitting an art, and both of these cost something to support; they cannot be done on nothing; but the net result of doing both right is that everybody is satisfied. The customer cheerfully pays the higher price for better corsets and comes back for more. We could not possibly give this satisfaction if we reduced our own or the dealer's profit. There is no place in our policy for "skinning or shaving" in either material or workmanship. We count such practices as commercial cowardice and regard their indulgence as a confession of incompetent salesmanship. It is encouraging to note a wholesome tendency toward honesty in merchandise and it is believed manufacturers generally are beginning to recognize the value of a standard unalterably maintained—a *pride mark*—a justified price, real advertising and salesmanship to move the goods. More explanation is necessary, more efficiency required, etc., but when we sell corsets to a dealer, they stay sold and he will go to some little personal expense to ac-

53 Color Pages in 1913

During 1913, 27 advertisers used 53 color pages in *The Butterick Trio* at an aggregate cost of $318,500.00! This remarkable volume of color advertising is so far in excess of that used during the past year in any other monthly publication that it makes you wonder why.

The exceptional character of the color work appearing in *The Delineator, The Designer,* and *The Woman's Magazine* and its tremendous advertising value are two of the reasons for this splendid showing.

Already in 1914 all color pages have been contracted for, leaving only 7 color inserts for those anxious to take advantage of the opportunity. The charge for color inserts is but 20% in excess of the charge for black and white.

The Butterick Trio

1,400,000 Average Monthly Net Circulation Guaranteed

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Bldg.,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Bldg.,
New York.

Drawings for color inserts are due first of the third month preceding date of issue.

quaint the public with the character of the merchandise. The higher-priced corset brings a higher class of trade to his store and the careful fitting and personal service please customers and other departments of the store profit in turn by it.

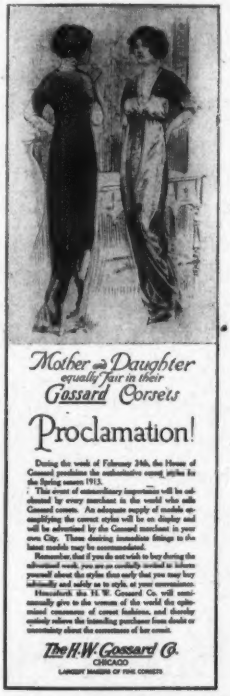
CORSETIERE'S CONTACT WITH DEALER

Our main contact with the dealer is our traveling saleswomen. They are both a sales force and a teaching force. They open new accounts, arrange corset department sales, reorganize the departments, pick out store girls for local corsetieres and train them, and sometimes visit physicians and surgeons to enlist their help. It goes without saying that we could not get this service out of the corsetiere-s a l e s-women unless they were a picked body and had been carefully instructed.

We have three retail stores of our own in Chicago. They give us an outlet into a large population center and they enable us to keep our finger on the public pulse and thus confirm our interpretation of styles, understand complaints and generally see things from the outside of the counter. It helps us to see things from the dealer's side, too. But one of its greatest benefits has been in giving our corsetieres a practical training in fitting and selling before we send them to our dealers.

Our force of traveling saleswomen is now thoroughly grounded in everything that pertains to corsets and their fitting. They have a working knowledge of anatomy and physiology, and also, for special availability in medical fittings, some knowledge of such weaknesses and deformities as hernia, corpulence, spinal curvature, floating kidney, enteroptosis, post-partum, gastroptosis, etc.

They must also be informed in regard to the demands of fashion, and receive instruction in the elements of selling, including skill in reading character.



MAGAZINE FOLLOW-UP OF STYLE "PROCLAMATION" IN EARLIER ISSUE

These acquirements are indispensable to our saleswomen, who, as may be seen, fill a responsible place in o u r organization, playing the triple role of traveling s a l e swomen, corsetieres and teachers. Even this does not fully describe t h e i r function. There is something of the manager and organizer in each one of them.

T h e corsetieres are not an evolution of a previous sales force. They really represent a revolution in sales method. In fact, our business has been a series of revolutions. We were originally a wholesale house selling dressmakers' supplies to the trade and engaged in the corset business almost by accident.

It was about twelve years ago that our Paris buyer, when over here, suggested that it would be good for us to add a French corset to our line of gowns, trimmings and laces. I thought well of the idea and on my next trip to Paris made it a point to look around. Of the corsets I saw, I was most impressed by one in the

Famous Men Who Use the Farmer to Advertise Their Own Farms

A striking evidence of The Farmer's standing with business men of noted ability is the list of persons who have selected The Farmer as their medium for selling pure bred livestock from their own farms. Here are a few of them:

J. J. HILL, of the Great Northern Ry., owner of North Oaks Farm, Cardigan, Minn.

R. W. SEARS, Sears, Roebuck & Company, Chicago; joint owner Redwood Holstein Farm, Wabasso, Minn.

GEO. T. SLADE, Pres. Great Northern Ry., owner Fenlea Farm, White Bear Lake, Minn.

A. C. LORING, Pres. Pillsbury Flour Mills Co., Minneapolis; owner Woodend Farm, Mound, Minn.

MAYO BROTHERS, Rochester, Minn.; the most famous American surgeons; owners Mayowood Farms, Rochester, Minn.

J. G. WILLIAMS, Duluth, Regent University of Minnesota; joint owner Jean DuLuth Farms, Duluth, Minn.

H. STILLSON HART, millionaire manufacturer, Chicago; owner Hartwood Farms, Barrington, Illinois.

CHAS. P. CRAIG, Associated with U. S. Steel Company of Duluth and former regent University of Minnesota; joint owner Jean DuLuth Farms, Duluth, Minn.

The business acumen of these men is recognized the world over. Their achievements have proved their sound judgment. Each of them is a farm owner, and each of them selects The Farmer to advertise the pure bred live stock produced on his own farm.

Among other notable users of The Farmer's livestock columns are the following breeders' associations:

Holstein-Friesian Association, Brattleboro, Vermont.
American Guernsey Cattle Club, Peterboro, New Hampshire.
American Jersey Cattle Club, 324 W. 23rd St., New York City.
The Percheron Society of America, Chicago, Illinois.

The Farmer is patronized by men and associations of this type because its readers are the careful, enterprising, business farmers of the Northwest, and are the most profitable customers for any line of high-class merchandise which is useful to the high-class farmers.

We guarantee the circulation of The Farmer at 140,000 a week, and its advertising rates are 60 cents a line, with discounts down to 50 cents a line on 2,000-line contracts.

THE FARMER

ST. PAUL, MINN.

WEBB PUBLISHING COMPANY, Publishers

Western Representatives,
George W. Herbert, Inc.,
600 Advertising Bldg.,
Chicago, Ill.

Eastern Representatives,
Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

Member of the Standard Farm Paper Association

Bon Marche, a high-priced corset with the unique—at that time—feature of front lacing. It was called "L'Irresistible," and I learned from the manufacturer, whom I found in spite of obstacles thrown in my way by uncommunicative tradesmen, that it was the joint invention of a countess, who also was a famous artist, and a well-known dressmaker. The demand for it, though exclusive, was very small, and the manufacturer was open to a proposition. I closed the transaction at once.

We arranged for an initial importation of twelve and a half dozen. The retail price of the corset was to be $25. If I had known anything about the corset business of that day, I probably would never have ventured on such an undertaking. The average price of a corset was probably one dollar. Five dollars was a high price. And I had undertaken to sell a corset at $25! But, not knowing the situation, I rushed in where most experienced corset men would have feared to tread. We were saved only by our selling agencies. If they had been any other than the highest class of dressmakers in the country, we probably would not have succeeded. Nobody else, I believe, could have pulled the proposition through.

It was done, however, and done, all things considered, with astonishing rapidity. The secret was in the front lacing, which not only made it much easier for the wearer to put on the corset, but gave a degree of comfort which we can only assume, from the large sales at our high prices, had been before unknown.

One of the largest elements in the high price was the sixty per cent customs duty on corsets. We at length decided to manufacture them on this side of the water. Our first product was crude, but we soon overcame the manufacturing difficulties and have since gone on improving the garment and increasing the output and our factory facilities. This made it possible to extend our line. We now have corsets ranging all the way from $40 to $2.00, the lowest price being the most recent addition.

As our business continued to expand, we found it necessary to make the indicated change from a selling organization of dressmakers to dry goods stores. We did not drop the old organization all at once; in fact, we have some of the old representatives in many parts of the country.

It had not been difficult for the fashionable dressmaker to induce her patron to buy a high-priced corset as a means of getting a better fit for her high-priced dress. This was the chief appeal of the dressmaker. When we changed over to the stores, we lost a good deal of the power of that method. Usually the saleswomen did not have the influence with the customer that the fashionable dressmaker had. So it became necessary to supplement this appeal with another. We began to analyze the corset proposition more closely than we had ever had any occasion before for doing.

CORSETS AND DOCTORS

Corsets are two parts necessity and one part fashion. We could, and did put in a strong word for them as the embodiment of fashion in corsets. Necessity, we had not gone so strong on. Convenience, yes, and comfort. Why not health? The medical profession was, as a whole, very pessimistic on the subject of corsets. Since practically all women continued to wear them, it had been the fashion to ignore the doctors as factors in the corset business. Was this good business? We were not satisfied that it was. Women might wear corsets, doctors or no doctors, but unquestionably few women gave the attention to corsets that they should, and the right kind of attention. Thousands of them unquestionably were wearing cheap, ill-fitting, injurious shapes when they could, by paying a little more, get something that would be positively beneficial.

We knew that the corset had



What Every Father Knows

"When Dad Bought the Auto"

"Last Spring when Dad told Mother that the Sheridans had a brand new auto I chipped right in and told them about a machine I'd seen advertised in my 'AMERICAN BOY.' I knew Dad could afford a car and ought to have one.

"I got out all the back numbers of the magazine and after coaxing and urging and (*say it quick*) a few tears, Dad bought a car—the very make I'd seen advertised in THE AMERICAN BOY.

"It Tickled Me

because it was the most expensive thing Dad ever bought from any advertisement. Now when I see anything advertised in THE AMERICAN BOY that I want you bet I know what to do.

"I know too that Father bought six pairs of Holeproof Hose awhile ago because he read about them in THE AMERICAN BOY. I saw him tear the ad. out and go buy the sox. There's a whole lot of things I'm going to get when I get a little older and am earning money, because I've seen them truthfully advertised in

The American Boy"

There are over 200,000 live, busy, bubbling boys just like the one above who are real factors when it comes to settling the "what and where to buy" questions. These youngsters average 15½ years—full of pep, ambition and nerve. They eat like wolves and wear out clothes and shoes like hurricanes. Their demands for things to eat, to wear and to play with never cease.

And speaking of automobiles—say, do you know that the manufacturers of one well known car received 21,675 replies from 7 advertisements in THE AMERICAN BOY? Automobile inquiries at 11 cents each, and think of the class of homes, too! Are they still using THE AMERICAN BOY? You bet they are. And cycle car advertising started in the February issue. Big field for this type to be reached through THE AMERICAN BOY.

Your ad. in THE AMERICAN BOY will start that "won't be happy till he gets it" feeling. THE AMERICAN BOY is the biggest and best boy magazine in the world—and over 200,000 American boys *know it!*

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, JR., Secretary-Treasurer, Detroit, Michigan

ELMORE S. MURTHEY
Eastern Manager
1170 Broadway, New York

EMERSON T. COTNER
Western Manager
1417 Lytton Bldg., Chicago

been maligned. We knew from experience that all corsets were not bad, but only those which were ill-fitting, which bind where there should be no pressure and fail to give support where it is needed. Physiological comfort had been taken into account by the original designers of "L'Irresistible" and we had followed the lead, but now we went into the question with great thoroughness, consulting medical literature and some of the leading men in the medical profession, hospital surgeons and specialists.

When it was at length evident that a growing number of the physicians were not only approving our efforts to follow scientific principles in the construction of our corsets, but were actually prescribing them in hernia, spinal curvature and post-operative cases, we saw the great possibilities of securing the moral support of the profession. We prepared special literature for distribution to the doctors. Our corsetieres made it a point to call on leading specialists in the cities they visited and direct the matter personally to their attention.

This led to a change of view on the part of many physicians and to actual prescriptions of our corset in medical cases. This professional support was especially valuable when a two or three days' Gossard sale was being held in a town. The use of the doctor's name and his endorsement went a long way towards inspiring confidence.

You observe that the actual work of interesting the doctor, or most of the work, is done by the corsetiere. She comes into the town, interviews the dealer, sells him a bill of goods. He must do something to get the people into the store. She will supply him with electrotypes and copy for the local paper and suggestions for a circular letter to the patrons of the store who are likely to be interested, and for a letter to the physicians. Any physicians especially interested and influential she is willing to call on.



The Corset is the cause of it all—

DISTINCTION—CLASS—PRESENCE—whatever you call the ability to wear a gown to its most charming possibilities—do you really realize that the corset is the cause of it all? ¶The most recent figure, the "slinking" style of the moment's mode, examples this truth. The protruding abdomen and receding bust lend that listless air to the pose which only a Gossard Front-Lace Corset can impart naturally and gracefully. ¶None but a front-lace corset can adjust the front of the figure to these required effects; and Gossard is the pioneer front-lace corset that changed the corset vogue of the world. ¶Ask your corset fitter to show you Gossard Model 320, the perfection of corset pliability an original and exclusive Gossard creation.

Prices from $3.50 to $25.00
Every one a Gossard standard

The H. W. Gossard Co., Chicago
Largest Makers of Fine Corsets

Bonwit Teller & Co.	New York	Olmstead Corset Co.	New York
Burr & Co.	New York	Abraham & Straus	Brooklyn
Jos. McCreery & Co.	New York	Marshall & Snellgrove	London
Jos. McCutcheon & Co.	New York	Ave. Trois Quartiers	Paris

THE Gossard CORSETS "They lace by Front"

TYPICAL AD RUN IN NEW YORK CITY NEWSPAPERS—CONSIDERED AS NATIONAL ADVERTISING AND PLANNED TO INTEREST HIGH-CLASS BUSINESS IN NEW YORK AND INFLUENCE OUTSIDE DEALERS

SELLS IN DEALER'S STORE

And then on a later day she returns and gives a demonstration

sale.' She helps arrange the stock and drills any helpers she needs. She then receives the women who call, fitting them with care and making them satisfied and walking advertisements of the Gossard corset. With such success has this been done that often a woman who is fitted the first day returns the following day with a friend or two whom she wants fitted.

At the end of the second or third day our corsetiere has sold the stock and taken the merchant's re-order. When she moves on she has that department started on the right road. The double demonstration of selling and teaching often impresses the merchant so much that he wants to make full-fledged corsetieres of his best one or two clerks and sends them on to Chicago for a few days' instruction in our stores and school. We have done this for merchants a great many times. It is a part of our service.

They do this because they realize the importance of trained saleswomen and corsetieres in the corset department. It makes all the difference in the world to them. An experienced saleswoman can sell our high-priced corsets by fitting and make a larger profit on each, and she will satisfy the women who come into the Gossard stores and bring them back again.

The corsetieres we train and place in retail stores are really high-grade saleswomen who can go anywhere and get from $60 to $150 a month.

We are urging all the local corsetieres to study our literature for physicians and perfect themselves in medical fitting. Those who have done so have been enabled to get into touch with the hospitals and fit many patients with our corsets under the physicians' prescription, often over bandages and plaster casts. In the same way they have gone into private homes. This part of the work has been developing step by step with the dealer co-operation.

We have been consistent advertisers from the very first, in the dressmakers' magazines, trade papers and women's magazines, with large space copy. We have also used several newspapers in Chicago, where our retail stores are located, and newspapers in New York.

I think we can account our advertising second to none in the corset line, which boasts some very fine advertising. We derive some advantage from the fact that we are the largest manufacturers of high-priced corsets in the world and that our modes are authoritative and are so accepted. When we began to import the front-laced "L'Irresistible" corsets, they were the only front-laced corsets on the market. To-day all but a bare half-dozen of the many corset-makers have front-lacing corsets. The front-lacing principle has won out, as we knew it would, because it is aligned with progress and because the front-lacing method is the only logical one. I think we may give much credit to advertising for the general adoption of the front-lacing principle.

THE PROCLAMATION OF STYLE

Our position also enabled us recently to make what without presumption we could fairly call a "proclamation" of the authoritative corset styles. We issued these proclamations in the spring and fall. We arranged in connection with them "proclamation weeks." We followed the announcements up with the ads giving samples of the new models of our corsets. The models were electrotyped for the dealers and the dealers ran the cuts in their local papers and direct advertising. This "proclamation" advertising has been among the most successful that we have done.

The basic note of our trade paper copy is that we extend a privilege to the dealer when we let him sell our goods. We say this good-humoredly, but earnestly, and he knows it is so. We see to it that he has been convinced by the merit of the corset.

One of the most important forms of advertising that we do is for the education and stimulation of our sales force, both those actually on our payroll, traveling

on the road, and those also in the dealers' stores, who are specializing on our corsets and whose interest in everything pertaining to sales promotion we endeavor to satisfy. We do this by means of our *Gossard Corsetiere*, a house-organ of 24 pages, with cover. This is a practical little magazine, reproducing our advertising, discussing the new models, following up the sales talks, giving helpful hints about personal appearance, and just now conducting a discussion on how to read character. There are in it also hints for the advertising man, ideas for window display and like matter. Among the most interesting things in the book are the testimonials and anecdotes reprinted from letters received from wearers of the corsets, many of them former hospital patients.

We are adopting a new advertising policy for next season. Up to this time we have rung the changes on the superior value of the front-laced corsets and we have converted the public—including our competitors. We are now ready to take the next educational step. We shall point out that having established the comfort and hygiene of the front-laced corset, we can now go on to the not less important point, that an equal value of the corset is in the design.

It is by such advertising that we are giving support to our corsetiere-saleswomen on the road, our dealer-agents and their local corsetieres. The three must work in harmony to get the best results. The best evidence that they do is the growth of the business.

Baltimore Bargain House's 1913 Record

The Baltimore Bargain House, wholesaler of general merchandise, Baltimore, has issued a statement which shows that sales of the house for 1913 were $16,456,715.37 as against $13,894,650.12 in 1912. The exact increase for the year was $2,562,065.25.

It is also reported by this company that 1913 showed the largest increase in the history of the business. The selling cost by catalogue according to the figures sent out by Charles Eugene Powers, advertising manager of the Baltimore Bargain House, was reduced in 1913 from 2 1/6 per cent to 1⅞ per cent.

Burpee and Mitchell Address Sales Managers

At the regular meeting of the Philadelphia division of the National Sales Managers' Association of America last week, George L. Mitchell, of George L. Mitchell & Staff, Philadelphia advertising agents, in his address said: "There is nothing prohibitive in the cost of scientific advertising. Advertising is done to secure increased distribution and established belief in goods offered the public and an improper analysis of your goods will never lead to success."

W. Atlee Burpee, head of Burpee's Seed House, was the guest of the evening, and among other things he said: "Misrepresentation will never pay; it is absolute honesty and integrity that count, coupled with the cumulative effect of advertising that pays."

"Boy Scouts" Not Registrable as Trade-Mark

The Court of Appeals of the District of Columbia has recently affirmed a ruling of the Commissioner of Patents that since the Boy Scouts of America is a "well known organization," its name cannot be appropriated as a trade-mark applicable to merchandise not endorsed by the association.

The Excelsior Shoe Company, Portsmouth, Ohio, appealed from the decision of the Commissioner of Patents on the ground that no evidence had been introduced to show the existence of such an organization as the Boy Scouts. In disposing of the appeal the Court applied the rule that "a judge is not to shut his eyes to what everybody else of intelligence knows."

Class Journal Co. Buys Two Motor Papers

The Class Journal Company, New York, publishers of *The Automobile* and *Motor Age*, has purchased *Motor Print*, published in Philadelphia, and *Motor World*, published in New York.

It is announced that each publication will continue to be administered by its present staff of executives but that important improvements will be made.

Campaign for Lipton Products Planned

The magazine advertising of the Lipton products in this country is now being handled by Hanff-Metzger, Inc.

Hanff-Metzger announce that a campaign for Lipton's jelly and coffee tablets will commence soon in women's publications and also that a new product, Lipton's Cocoa, will soon be marketed in this country.

The Toronto Club of the Pilgrim Publicity Association was organized last week with a membership of eighteen. An itinerary of the trip is being prepared for the Pilgrims by George E. Marsters, who planned the Pilgrims' trip to Dallas.

What is the Standard of Newspaper Value?

A Philadelphia man, who was ashamed to sign his name, wrote: "The reason more people do not take the Public Ledger is because you raised the price to two cents. I took it for twenty-five years, but I won't pay two cents."

For the first fifteen years this man must have paid two cents, the price of the Public Ledger until 1901—and for a newspaper of far less merit than that of today. In 1888 the Public Ledger, although one of the greatest newspapers of that time, consisted of only six pages, poorly printed on thin paper, with a meagre presentation of news—to be contrasted rather than compared with the Public Ledger of today, 24 or 28 pages, with complete news service, cable and wireless, special correspondents in all the more important centres of the United States and Europe, and many notable editorial features. And all this for two cents, in spite of the greatly increased cost of nearly everything else that money will buy.

Today the Public Ledger at two cents gives more for the money than was ever dreamed of in 1888—more than was ever before given by *any newspaper at any price.*

PUBLIC LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

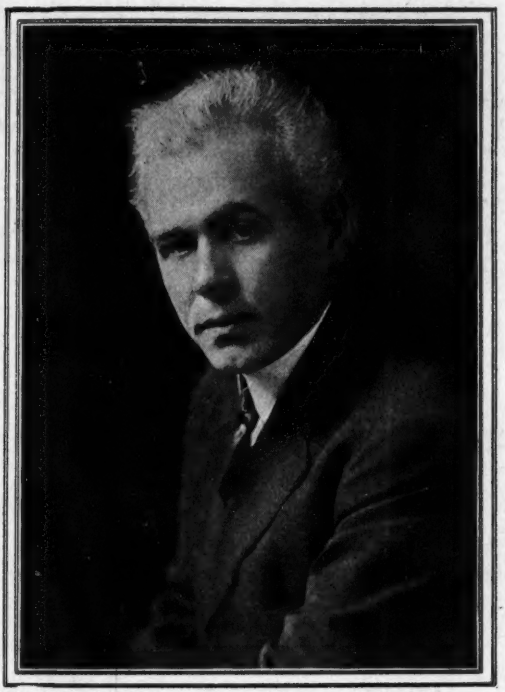
"FOODS OF MERIT"

PROFESSOR Lewis B. Allyn's first article as Food Editor of The Ladies' World will appear in the March issue—followed by a regular monthly department. These articles by Professor Allyn will appeal strongly to the home-loving woman who has entrusted to her care the safeguarding of her family's health.

There are over 1,100,000 homes getting this pure food message every month. You can reach them only through

THE LADIES' WORLD

THE McCLURE PUBLICATIONS, Inc.
McClure Building, New York



This is Lewis B. Allyn, who made Westfield, Massachusetts, famous as The Pure Food Town

YOU will find an unusual editorial entitled "The Westfield Standard" by Norman Hapgood in the February issue of

THE LADIES' WORLD

THE McCLURE PUBLICATIONS, Inc.
McClure Building, New York

The advertising rates of

THE KANSAS CITY STAR

are based upon circulation. If the circulation has been misrepresented, no charge will be made for the advertising.

The average *paid* circulation of the various editions of The Kansas City Star during the month of December, 1913, was as follows:

Morning	182,050
Evening	184,730
Sunday	179,082
Weekly	295,739

Shaping the Ad to Leave Conviction

Letting Readers Convince Themselves as Substitute for Trying to Force Belief—A Booklet that Forestalls Objections and Wrecked the "Our-Business-Is-Different" Delusion

By Paul E. Ryan

Of the National-Acme Manufacturing Company, Cleveland, O.

ONE of the problems in advertising is to convince an ever-skeptical reading public of unplausible truths. There are any number of businesses where the product has exclusive and important features, yet to come out and say just what these features are would be wasted effort. For instance, there are products which are actually the best made, or superlative in some particular point, but to say "the best in the world" or "the best made" would reek of braggadocio and be largely discredited as advertising "piffle."

In advertising our products—screws and small, duplicate parts made on the screw machines which we manufacture—we ran afoul of this problem. For us to show cuts of our screws and tell purchasing agents and machine-shop men that they were the most accurate made would have availed us little, for mechanics know too well. They are strictly "from Missouri" when anyone talks to them of precision maintained throughout long runs on an automatic machine.

So we have to preach the efficiency of the Acme automatic machine through *representations* of the quality of its product. But how to make "accuracy talk" stick, in the face of some mechanic's conviction that such a manufacturing method as ours can not give accuracy? We cannot do it by making claims that will not be conceded readily. Mechanical men are usually very "sot" in their opinions regarding mechanical matters. We must gain our end by making all our advertising reflect the quality of our product and fostering belief in our advertising.

Here's a problem that we ran into. At one time a field investigation showed that a lack of faith in the precision of our machine was rather prevalent among mechanical men. Following our settled policy for such cases, we deliberately planned a campaign to cure this. From a long-time acquaintance with the mechanical mind, we knew better than directly to assert in our advertisements that the large output of the machine is uniformly accurate; since to do that would be to put ourselves in direct opposition to many reader's opinions and lead them to contradict us—perhaps with considerable warmth. But we *could* build into the advertising the *suggestion* of accuracy—the atmosphere of it—the appearance of it—and this we did.

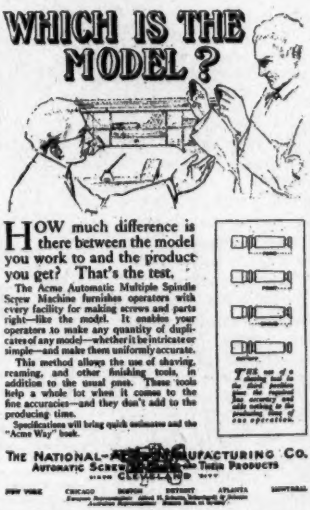


FIG. 1—MEN WERE ESPECIALLY POSED FOR THE ILLUSTRATION

Figures 1, 2, and 3 show the general style of the advertisements. The men in the pictures were specially posed to illustrate the idea back of each advertisement. In the text, the idea was developed without making any antagonizing statements, and the



FIG. 2—ANOTHER ILLUSTRATION THAT SUBTLY CONVEYS THE SELLING IDEA

small-line cuts of the product showed the Acme process of making it to the desired accuracy. Even in our general catalogue pages, as shown in Figure 4, the small-line cuts were used to illustrate the process of making different parts, the arrangement of tools on the machine, and even the construction of the machine itself, as shown in Figure 5.

All of our advertising during this time was made to show the product well finished and accurate, and the very spirit of automatic precision was built into the copy.

We have now largely overcome the early prejudice against our machine on the score of accuracy by this sustained policy of making the advertising reflect the quality of the product. After all, the quiet but persistent presentation of a central idea, dressed in attractive garb, never shouting or making loud assertions, but always teaching the reader and leading him to convince himself, is the surest way to get the trade to put its stamp of approval on the product through belief in the advertising.

COPY THAT IS ACCURATE

It isn't always plain sailing to get the reflection of the quality of the product into the advertising. I remember—not without a recurring pang—the first bit of advertising work I tackled. I had to have copper etchings made from some drawings of screws—the product of our machine. Now the machine makes these screws and many other duplicate parts to very fine accuracies—often to the one-thousandth part of an inch. Naturally, if the cuts were to repre-

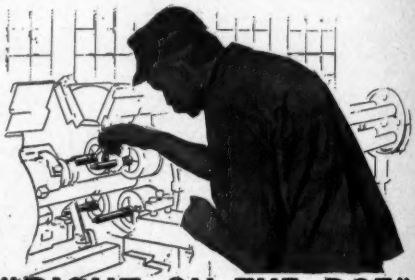


FIG. 3—AN AD TO SUGGEST THE ESSENTIAL IDEA OF ACCURACY, IN PICTURE, HEADLINE AND TEXT

sent this quality of the product faithfully, some pretty careful work on the engravers' part was necessary. The engravers were aggrieved when I asked them to get the etchings to the one-hundredth part of an inch in accuracy. They thought I was wholly unreasonable. Yet the very first mechanic to whom I showed the engravers' proofs said, "Well, if you can't make any better threads than those on your machine, I don't want your machine nor any of your screws." You see, he took his idea of our screws from the picture of them, and because the pictures didn't show accuracy he didn't have any faith in the actual goods. So from the standpoint of advertising to the mechanic, I wasn't asking anything unreasonable from the engravers.

"First impressions are lasting," is true of a lot of people. Most of the consuming public don't know the difficulties advertising men are continually running into in trying to make advertising reflect the quality of the product. They get a strong impression, favorable or unfavorable, of some product from the printed representations of it, and don't stop to reason that because of the physical limitations of paper, ink and plates it is likely that the actual product is much better than the advertisements show it.

So our photographic department takes extra care to avoid distortions and unfavorable views and to get the utmost selling power into our pictures; we insist that the engravers give us snappy cuts, exact in dimensions of the product, with edges tooled straight where straight edges should be; and in writing the copy we try to make it explanatory, instructive by inference, and not at all argumentative.

We sometimes find it advisable to drive home the unusually large

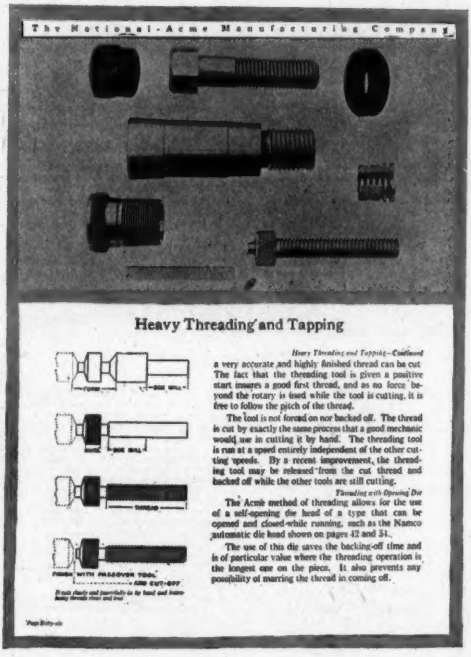


FIG. 4—A CAREFULLY ARRANGED PAGE FROM THE CATALOGUE

producing capacity of our machine and for this purpose use full-page plates like Figure 6, mortised for the type matter. We thus get the benefit of the suggestive power of the photograph of the group of machines or mass of product, and can rely on that for attention value as well. Then we can devote our text to straight selling talk on the method and

the results that are obtained by it.

Like every other manufacturer, we have isolated cases where objections to our goods must be answered. For instance, a salesman reports that some superintendent considers our machine too complicated—that it has too many parts subject to breakage. We then try through our promotion department to show that man that our machine produces as much as three or four competing machines which use a slower method of producing; and that the three or four other machines have, in the aggregate, many more parts to break than our machine. Then we lead him on to draw his own inferences.

Should we get enough reports like that from the field, indicating a widespread distrust of the durability of the machine, then we would follow our policy as outlined in the case of the question of accuracy, and institute a regular campaign of advertising to overcome the distrust.

We do about all kinds of advertising available to reach our peculiar field, and the same policy of making the publicity literature reflect the quality of the product is carried out all through. Perhaps our "Operator's Book" is as good an example as any of how this policy works out in building books. The Operator's Book, as its name implies, is a book of description and instruction on the construction, operation and care of the Acme Automatic machine.

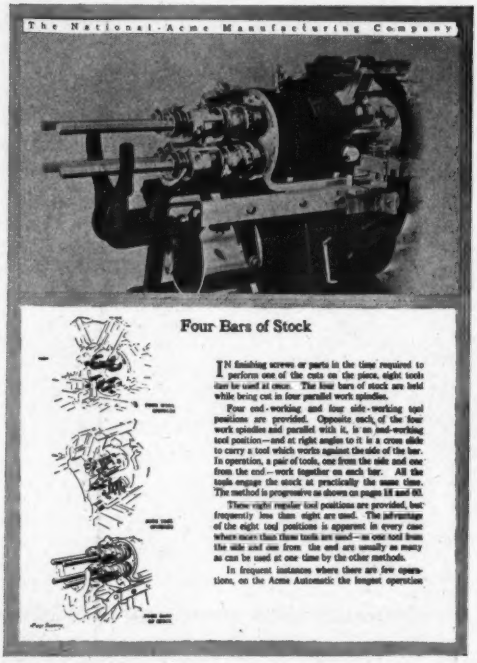


FIG. 5—ANOTHER CATALOGUE PAGE SHOWING HOW THE DIFFICULT TASK OF EXPLAINING THE MACHINE WAS PERFORMED

We plan to make it easy for the operator to turn at once to the description of any part of the machine that he wants to know about without having to hunt for it. So we print two line cuts—one for each side of the machine—showing all the parts of the machine. Then we run lines, as shown on Figure 7, from each part on the machine referred to in the book to the edge of the book where an index is cut in the pages, with captions on the corners that show. It is easy, therefore, for the operator to find on the line cut of the machine the general location of the part in which he is interested. Then by following the



THE LADIES' HOME JOURNAL in Japan

THE circulation of THE LADIES' HOME JOURNAL stretches around the world as truly as does the equator—if anything, it is more real, because the equator is only an imaginary line.

This picture shows a scene in one of the Japanese kindergarten schools in Tokio. The teachers use THE JOURNAL regularly in teaching the children about "the great country and the great people of the Western World." The scene was witnessed by an American woman, who was so impressed with it that she made a photograph and forwarded a print to Philadelphia.

THE CURTIS PUBLISHING COMPANY
Independence Square
Philadelphia, Pennsylvania

OUIMET

—Open golf champion of the United States at twenty years of age—tells of his early experiences in the March issue of ST. NICHOLAS, in the first article of a series by him on "The Game I Love."

—Read how he practised with an old brassie, a boy of five; tumbled out of bed at six a.m. to practise, a boy of seven; got off his game in 1906, a lad of thirteen; and came back seven years later, defeating England's best professionals.



—While you are reading this series in

St. Nicholas

look through the other articles and learn why we find

in 468 homes 1463 readers

proving that fathers and mothers read it with almost as much interest as boys and girls.

Our circulation department reports the February issue of THE CENTURY exhausted before publication. The public is approving "THE NEW SPIRIT OF THE CENTURY."

nearest line to the edge of the page he can find on the cut index the proper place to open the book without hunting—and he need not know or learn our names for the parts of the machine.

"AUTOMATIC" BOOK FOR AUTOMATIC MACHINE

Why do we go to this trouble to make an operator's book unusually easy for reference? Because our machine is unusually easy to operate for a tool of its class. The machine is automatic and we want the reference book to be as nearly automatic as possible. We want the book to reflect an important quality of the machine. We want to create in the mechanic's mind the impression that because our book is better than other books for the purpose, our machine must be better than other machines for the work. You see the same policy that is carried out in our advertisements is also behind our books, although the application is a little different.

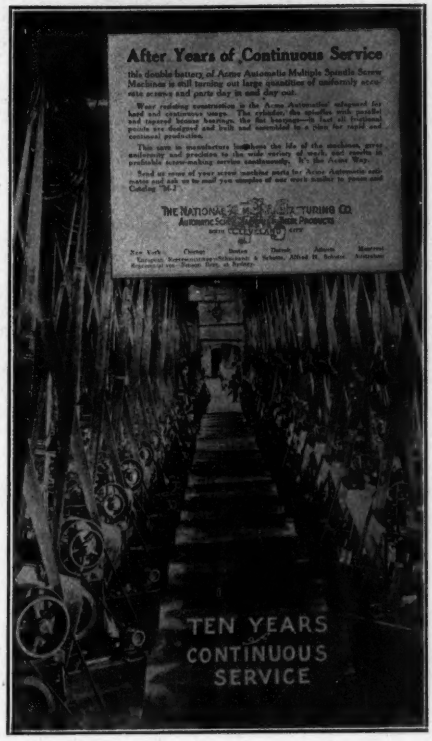


FIG. 6—COPY IN A TECHNICAL PUBLICATION TO DEMONSTRATE LARGE PRODUCTION CAPACITY OF PLANT

We have other books for different purposes showing varied applications of our policy. For instance, our machine is adapted for use in a great many different lines of manufacturing, to make the small duplicate parts used. But we found that we were often handed the same "conclusive" statement that advertising agents and magazine solicitors are so familiar with—"Our business is peculiar. You can't do anything for us." So now instead of waiting for this ultimatum, we forestall it by handing the prospect a book called "Parts for the Trade." This shows photographic reproductions of a great many different kinds of products that have been made on our machines for various industries, grouped in the book according to lines of business. This reflects the capacity of our machine for doing a surprisingly wide range of work. It saves the salesmen a lot of time by showing the prospect what his competitors are doing on our machine—or that somebody else is making parts so similar to those he uses that he cannot doubt the capacity of the machine for doing his work quite as well.

The printing-machine manufacturer sees parts made for some other maker of the same line of goods; the automobile accessory man sees a group of parts of car-

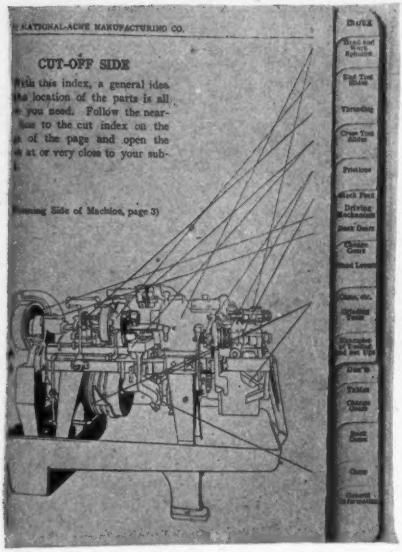


FIG. 7—EASY IDENTIFICATION OF PARTS REFERRED TO IN THUMB INDEX

bureters and magnetos; the maker of firearms may be shown a lot of parts made for a typewriter factory but similar in character to firearm parts; and so on almost without limit.

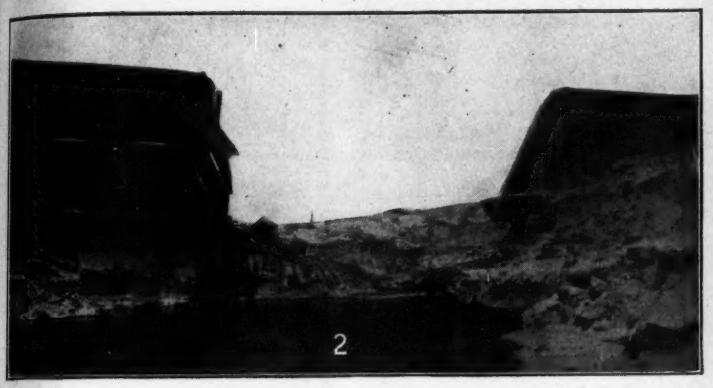
To the man who needs education on some of the operations that can be done on the machine, we send the "One Thing at a Time" book. This reflects the versatility of the machine, or rather, its adaptability to the requirements of many kinds of work. The small-line cuts on every page show very clearly the arrangement of tools on the machine to make the part illustrated, and the sequence of the operations on each piece from starting to work on the bar of stock to cutting off the finished piece from the bar.

We believe in making our advertising not only attractive to the eye, and clean, and truthful, but an honest reflection of the quality of the goods as well. It is not always easy to do this; photographs do not always come up to expectations, engravers have their own ideas as to when a plate is "good enough," and it is sometimes hard to write the proper spirit into the copy. But if the product is good, and the atmosphere of its good quality is built into every phase of the publicity matter the advertising will have not only educative value, but prestige value and sales-promoting value as well.

Annual Banquet of Poor Richard Club

Seriousness and levity marked the eighth annual banquet of the Poor Richard Club, of Philadelphia, held at the Bellevue-Stratford Hotel on Saturday evening, January 17. The banquet was one of the most unique in the history of that famous advertising and business men's organization. The serious part of the programme consisted of interesting talks by Dr. J. A. MacDonald, editor of the Toronto *Globe;* Herbert N. Casson, of New York; Arthur Frederick Sheldon, of the Sheldon School, and Senator James E. Martine, of New Jersey.

Fun ran riot during the greater part of the evening. There were many ludicrous stunts, one of which was particularly funny, being the "suffragette" sketch. R. H. Durbin, advertising manager of Strawbridge & Clothier, mounted the stage as a militant suffragette and made a speech to the banqueters that kept them in one continual uproar. As Mr. Durbin finished his—or "her"—speech, he asked to be allowed to introduce some of the supporters of the cause to the audience, and seven other "suffragettes" marched in. They all did something to add to the merriment as they were introduced. These "suffragettes" were Edwin Moore, of the Moore Push Pin Company; William J. Ellis, advertising manager of Arnold-Louchheim Company; George Norland, advertising manager of Fels & Co.; C. H. Bowden, of the Franklin Printing Company; Rowe Stewart, advertising manager of the Philadelphia *Record;* Theodore Ash, and Frank Deschant,, of the Sheldon School. Another feature was an "Assembly of Nations." Hugh O'Donnell, former business manager of the Philadelphia *Press,* and now engaged in the lecture field, led the march, carrying the standard of Ireland. He was followed by Percy Mills, of the *Evening Bulletin,* with the flag of Canada, and Jarvis A. Wood, of N. W. Ayer & Son, who held the Stars and Stripes.



Reprinted from Engineering News

Two Weeks Ago To-day the Stony River Dam Failed

You remember the shouts of the newsboys!

The clamoring headlines in the newspapers!

The first reports were grossly exaggerated and misrepresented, but it was exceedingly important news from an engineering viewpoint.

The very next issue of

Engineering News

(published weekly) following the failure, contained a complete and accurate report, not only of the failure of the dam, but also an account of its construction, with full illustrations, written especially for us by the engineer in charge.

So far as engineering papers are concerned this was a sensational and most remarkable "scoop."

It exemplifies vividly the news value of ENGINEERING NEWS to its subscribers. It also indicates *why* the NEWS has the most alert and influential engineers and contractors as its readers.

You, who manufacture products sold to engineers and contractors, draw your own conclusions!

CIRCULATION 21,500

Hill Publishing Co., 505 Pearl Street, New York

Also Publishers of The Engineering and Mining Journal, American Machinist, Power, and Coal Age

Making One Drawing Serve Several Purposes

Short Cuts in Handling Illustrations That Mean Economy and Saving Not Only in the Engraver's Bill, but in the Time of "Idea Men" and Artists and Others Behind the Campaign

By Ellwood T. Naylor

THE time of artists is not always taken at its full value; their ability and efforts are not, generally speaking, put to the greatest use in the least possible time.

While this article suggests methods of simplifying and rendering more economical the handling of advertisements for the dealer, the plan will work out equally well in adapting the art work of newspaper advertising, say, for use in other media where non-calendered paper is used.

In the handling of art work for a campaign, the general manner of working is to prepare separate sketches from which finished drawings are made for various advertisements, for booklet and folder covers, and for advertisements furnished to the dealers in the form of electrotypes or matrices, in which, of course, is incorporated the type matter.

All of this naturally requires thought, work and expense. These three items take the valuable time



FIG. 1—DRAWING FOR COVER OF BOOKLET WHICH WAS USED IN VARIOUS WAYS IN OTHER COPY

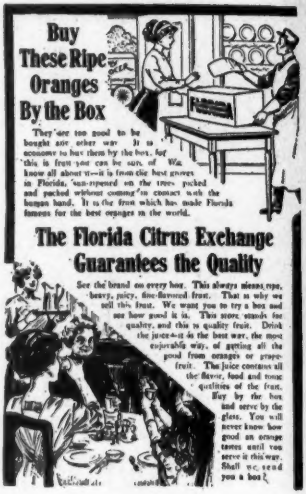


FIG. 2—THE LOWER CUT IS A SECTION OF THE DESIGN IN FIG. 1. USED IN NEWSPAPERS BY DEALERS

of the idea man, the artist and the engraver.

There are many instances where an account is taken at the eleventh hour, when many drawings are to be made and engravings finished for advertisements, booklets, folders and dealers' electros before the first insertion is made. This causes rush work and considerable extra expense.

Since this is a fact, why not make fewer drawings and make them so they will serve the various uses, at the same time giving the advertising the strength that it would have had if separate drawings had been made for each individual purpose?

This can often be done without loss of time if the various forms of publicity are taken into consideration *when the work is laid out.*

In many instances a drawing or design may be made so that it can be used on a booklet or folder cover, in advertisements, and also in electrotypes for dealers. The method to follow would be to list the different kinds of advertising to be used in the campaign and decide upon subjects that would



FIG. 8—STILL ANOTHER ADVANTAGE OF THE ORIGINAL COVER-DESIGN DRAWING IN ANOTHER AD SUPPLIED DEALERS

lend themselves to illustration in the various uses. Where the advertising is to appear in newspapers or farm papers, where pen drawings and zinc etchings are almost invariably used, it is easy to make a few drawings serve for a number of advertisements. This may be accomplished by making drawings for a limited number of advertisements. Zinc etchings are then made and proofs are pulled on coated paper, after which these proofs may be cut up, used as a whole, or in sections; some may even be reversed, where no lettering appears; they may be juggled and shifted around in a surprising manner, giving each advertisement a different look.

This means not only a saving in the cost of art work in a campaign, but it makes the engraver's copy much more easy to handle and reduces the space original drawings would take up when filed. All of these items may well be considered.

When pen drawings and zinc etchings are used, the foregoing

The
George L. Dyer Company
42 Broadway
New York

Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel



FIG. 4—A THIRD PIECE OF COPY USING DINNER SCENE IN ANOTHER WAY. THE ADAPTATION GIVES, IN EFFECT, A NEW DRAWING

plans work out without difficulty. When a photograph or wash drawing has to be used, at times a silver print may be made and inked in. From this a zinc etching is made and proofs are pulled, when the artist again is ready to use it for further purposes, just as if a pen drawing had been made originally.

HOW PLANS WORKED OUT IN CAMPAIGN

As an illustration of how this plan worked out in dealer advertising, portions of a recent campaign of the Florida Citrus Exchange are shown with this article. In this campaign four different kinds of advertising matter were to be prepared:

1. A 32-page booklet telling the uses of oranges and grapefruit, and showing various ways of serving them. This booklet was inclosed with every box of oranges or grapefruit distributed by the Exchange.

2. Newspaper advertising to appear in the Northern cities, over the name of the Exchange.

3. Electrotypes for newspaper advertising of a different character, to be used by the grocer, and to carry his name and address.

4. A series of magazine advertisements.

All of these kinds of advertising had to be prepared quickly. All were to be illustrated. As the dealers' advertisements were to appear in the same newspapers that carried the advertising of the Exchange itself, these must look different. It was decided to illustrate the sale of the fruit and its uses in the home.

The booklet was laid out first, the cover design (Fig. 1) being made from a pen drawing. This was prepared with the idea in view of making it available later for use in dealer advertising. The manufacturing cost of this was $40. When an O. K. had been secured on the drawing, the zinc etching for the cover was made and the engraver was instructed

(*Continued on page* 33)



FIG. 5—A FOURTH USE OF THE DRAWING SHOWN IN FIG. 1

Supremacy Proved

Carrying mountain streams to town beneath a river, severing continents, piercing the clouds above and the crust below—the civil engineers who dream these million-dollar dreams and the contractors who help to make the dreams come true, scan the

Engineering Record

for ways and means of accomplishing their herculean tasks.

The Engineering Record is their authority. They have made it the supreme advertising medium of its field.

Figures Prove Its Supremacy

During 1913, the Engineering Record printed 634 more pages of advertising than any other civil engineering or contracting paper.

In 1912 the Engineering Record also led in advertising volume.

If that isn't advertising supremacy, the words mean nothing.

If that doesn't constitute leadership, nothing does.

The leading advertising medium should head your list.

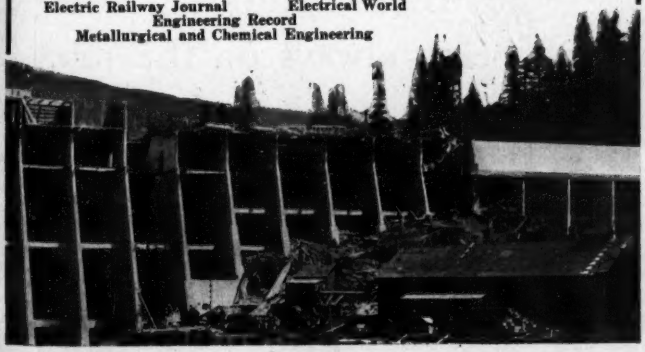
Start with the Engineering Record and let its Service Department help you make the most of your campaign.

Just mail your catalogs and a note saying "Show me."

McGraw Publishing Co., Inc.

239 West Thirty-ninth Street, New York

Electric Railway Journal Electrical World
Engineering Record
Metallurgical and Chemical Engineering



To the Newspaper Publishers who read PRINTERS' INK:

Every paper on our list had an increase in foreign business during 1913, as in 1912.

It was not luck or chance.

1913 was not a good year for business.

We have no special formula for selling space—no fetish, charm or abracadabra.

Plain hard work did it.

Just being always on the job.

How is your foreign business increasing? IS it increasing?

What are YOU doing to get new business—MORE new business?

We want to talk turkey to publishers whose foreign fields are fallow or not producing satisfactory results.

Nineteen publishers affirm our worth.

We have served them from three to eighteen years.

Can we serve you? Just write us about it, to-day—now.

E. Katz Special Advertising Agency

15-19 East 26th Street
New York City, N. Y.

Harris Trust Building
Chicago, Ill.

Established 1888

Ten Years' Advertising and Circulation Growth
OF THE
LOS ANGELES EXAMINER

During the ten years of its existence, the LOS ANGELES EXAMINER has achieved an unparalleled growth in advertising—a growth that has been steady, consistent and in line with the great growth and development of Los Angeles and Southern California.

Keeping pace with the phenomenal strides in its circulation, the "Examiner" now ranks second in the United States in volume of advertising published. During these ten years the "Examiner" has several times made the largest gains of any newspaper in the country in advertising published, compared with the previous year.

The "Examiner" has twice made the largest gains any newspaper in the world ever made in one year, compared with the previous year.

Surely the "Examiner's" advertisers have good reason to be proud of their favorite medium—as is the "Examiner" proud of the patronage that has made these achievements possible.

The following table shows the continued and consistent growth of the "Examiner's" circulation and advertising:

YEAR	CIRCULATION	ADVERTISING PUBLISHED
1904	25,000 daily & Sunday	360,075 Inches
1905	27,000 daily & Sunday	528,751 Inches
1906	28,000 daily & Sunday	708,176 Inches
1907	32,000 daily & Sunday	750,455 Inches
1908	37,500 daily	603,139 Inches
	72,000 Sunday	
1909	43,000 daily	737,249 Inches
	87,000 Sunday	
1910	49,000 daily	858,665 Inches
	104,000 Sunday	
1911	58,600 daily	948,389 Inches
	116,000 Sunday	
1912	63,000 daily	1,083,508 Inches
	128,000 Sunday	
1913	70,000 daily	1,028,157 Inches
	145,000 Sunday	

Note: In December, 1912, all returns of the Sunday "Examiner" were discontinued, therefore, the present Sunday circulation of 145,000 copies is net—the weekday returns have been for three years limited to 5 per cent. No other newspaper in Los Angeles is on a non-return basis. Most other newspapers print every day in the week thousands of papers more than are bought and read.

NO WASTE CIRCULATION

There is no waste circulation since the LOS ANGELES "EXAMINER'S" great circulation is compacted in an area all of which recognizes Los Angeles as its metropolis. Despite the condensed territory covered by the LOS ANGELES "EXAMINER" its circulation every Sunday is over 55,000 copies more than any other Los Angeles newspaper, and greater, in fact, than the combined circulation of all the other Los Angeles Sunday papers. On week days the LOS ANGELES "EXAMINER'S" circulation is 15,000 copies in excess of its nearest contemporary.

Advertising, like any other commodity, should be priced on both QUANTITY and QUALITY of circulation.

QUALITY OF CIRCULATION

A recent canvass of all the names published in the Los Angeles Blue Book showed that more than 78.6 per cent were regular subscribers to the Daily and Sunday LOS ANGELES "EXAMINER."

If there is any class of advertising that seeks the "Quality" circulation it is the Automobile Trade. The "EXAMINER" has led every Los Angeles Daily and Sunday newspaper for the past year in volume of Automobile advertising. It also leads in volume of Jewelry advertising, and in Real Estate and Investment advertising carries many thousand inches more space than its nearest contemporary. These lines of business all seek "quality" circulation.

On Sundays the LOS ANGELES "EXAMINER" goes into 55,000 HOMES IN SOUTHERN CALIFORNIA THAT TAKE NO OTHER LOS ANGELES NEWSPAPER, and this fact alone is food for thought when you take up your advertisement appropriation for 1914.

COST OF ADVERTISING

LOS ANGELES "EXAMINER" advertising rates per inch are lower per 1,000 of paid circulation than any other newspaper published in America, with the single exception of the New York Evening Journal.

Any advertisement in the "EXAMINER" costs anywhere from one-fifth to one-tenth (per thousand copies) of the price of circulars either in post-card or dodger form. Think of that! One paper going into the home is worth three papers sold on the street, as an advertising investment.

The LOS ANGELES "EXAMINER" has double the Home circulation of any other Los Angeles newspaper.

to furnish extra proofs on coated paper.

These proofs were practically as clear and sharp as the original drawings, and for reproduction would serve the engraver just as well.

Then a section was cut out of

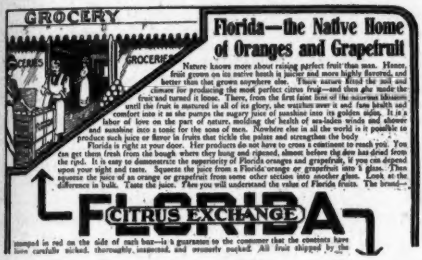


FIG. 6—THE UPPER DRAWING IN FIG. 5 APPEARS HERE IN A NEW RELATIONSHIP

the proof of the right-hand half (the front cover) of the booklet design and used to illustrate, in part, the first of the dealer advertisements (Fig. 2). This illustration embraced about half of the right-hand section of the cover design, being cut off with scissors and pasted down upon a sheet of bristol board. A border was drawn, keeping the pasted-down proof at the lower left-hand corner, and a proof of another illustration, which had been used in the advertising of the Exchange itself in newspapers, was pasted in the upper right-hand corner. The design then was complete and ready for the engraver, at no expense.

It may be asked: Why could not the engraver have been instructed to use the original drawings in the same way, taking parts indicated by the artist for making the dealer advertisements? He could have done it in this way, but he would have been forced to make three separate negatives—one of each illustration and one of the border, which costs money. Using the scissors saved the expense.

STILL ANOTHER ECONOMY ADAPTATION

In Fig. 3, the next dealer advertisement, the scissors were employed again, about one-third of the front cover being used. While this was taken from the same part of the drawing as the section shown in Fig. 2, its different shape and the elimination of most of the table gives it a different appearance. A proof of an engraving made for the exchange newspaper advertising and the inking in of the straight border completed this design.

The copy writer was pleased with this manner of handling the dealer advertising, as the borders when pasted - down were the same size as the completed engravings were to be, and he could easily see his type space.

The same process was continued in Fig. 4, in which four of the figures in the front cover design were shown in a circle thereby eliminating unnecessary detail. The different shape of the design, as cut out of the engraver's proof, and the omission of a considerable



FIG. 7—COMPARE TOP CUT IN FIG. 2

part of the drawing, made this section of the dealer advertisement radically different from the corresponding section of other dealer advertisements using the same drawing. At the top, as before, part of another Exchange newspaper advertisement was used.

In Fig. 5, engraver's proof of

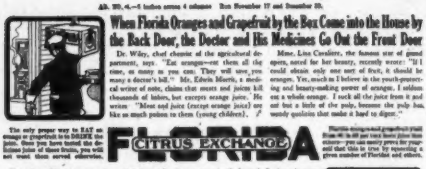


FIG. 8—THE GROCER BOY WAS USED BOTH FOR DEALER COPY AND THE EXCHANGE'S OWN NEWSPAPER COPY. COMPARE FIG. 3

part of the left-hand half of the cover design (the back cover) was used. The upper part of this design also was a pasted-down proof.

Figs. 1 to 5 all were newspaper advertisements for the use of dealers. Fig. 6 shows part of one of the newspaper advertisements of the Exchange itself. Note that the drawing shown in the upper left-hand corner was used in Fig. 5.

Fig. 7, another of the Exchange's own advertisements, contains the drawing that was used at the top of Fig. 2—a dealer advertisement.

Fig. 8 shows the grocery boy delivering a box of Florida Citrus Exchange oranges to the home—one of the Exchange's newspaper advertisements. A proof of this engraving formed part of Fig. 3 in the dealer series.

Twelve dealer advertisements, containing twenty-four illustrations, were prepared at *no expense whatever* for art work. The $40 cover design was used, in sections, throughout the series of dealer advertisements. If new designs had been made for each of these, the expense would have been at least $250. The cost of these drawings is based on the charge made for this class of work by houses which specialize in producing it.

The most important saving, however, was not financial, but the saving in time which permitted the completion of the dealer advertisements at the same time as the Exchange's own series of newspaper advertisements.

Further economy in preparing the Exchange's newspaper advertisements was secured by using in them parts of the same designs as were used in the magazine series. As the engravings used in the magazines were halftones made from photographs, silver prints were made from these photographs. The necessary lines were inked in with a pen, the silver prints were then bleached, leaving only the pen drawings on white paper, and the illustrations were reproduced in zinc etchings in the newspaper series.

Advertising managers as well as art directors are interested in saving money on art work. Many advertisers who are willing to authorize large expenditures for space hesitate to make an adequate allowance for the designs that make the space attractive and effective. In such cases it frequently is possible to order single drawings that may be employed in a number of ways.

Prentiss with "Merchants Trade Journal"

Mark Prentiss, for a number of years with *The Dry Goods Economist* and Marshall Field & Co., and more recently vice-president and general manager of *Dry Goods*, is now with the *Merchants Trade Journal*, Des Moines.

While with the *Dry Goods Economist*, Mr. Prentiss made a special study of department store efficiency and this experience will be used in the "Trade Research Bureau," which has been established by the *Merchants Trade Journal*.

Anti-Quack War in St. Louis

The Post-Office inspectors were about to arrest Dr. J. L. Miller, an advertising specialist in St. Louis, exposed by the St. Louis *Star*, January 20, when he committed suicide.

Two other advertising quacks have been arrested for using the mails to defraud. Two have been arrested for obtaining money from patients by false pretenses, and one for posing as a physician.

Letters That Seek Out Prospects for Salesmen

How to Make the Prospect Ask to Have Salesmen Call—Advertisers Are Relieving Salesmen of Educational Work and Giving Them More Time to Close Orders—"Fine-combing" a Territory

By Cameron McPherson

OF the many plans used for getting interested parties to ask to have salesmen call, some are effective, while others are worse than no good because they bring in a flood of requests from curiosity seekers. The problem, then, seems to be to shut out curiosity-seekers by giving the prospect thoroughly to understand a salesman will call, and introducing some element into the copy which will plainly show him it will be worth while to listen to this salesman. At the same time we must make it just as easy as possible for the prospect to reply to circumvent procrastination.

When a man is going out on an exclusive sale proposition, and the problem is to find the best possible prospect in each town, the post-card scheme used by a concern selling a device to printers is about as good as any I know of.

This firm uses a Government reply-card, which has the double advantage of convenience and low cost—the Government gives you the stock for nothing, and it is compact and inexpensive to print. When a salesman comes in from a trip he takes Dun or Bradstreet's and selects a list of names he thinks are worth while along his next route. To each of these names one of these postals is mailed out some time before the salesman starts. On the message side of the postal the following letter is processed:

> Dear Sir: I have just returned from a very successful trip in Southern Michigan and in every live town there is now a Printer's Service printer. R. W. Hayes says: "Your proposition is worth $4,000 a year to me even in a little town like Hillsdale." Horton and Beimer, Kalamazoo, say that one especial feature of our plan is worth the cost many times over.
>
> I am leaving in a few days for Indiana. I am going to do just as I did in Michigan: close one live printer in every live city. Return the card and I'll show you how other printers are increasing their business $4,000 and up yearly.

Notice how this appeals to the reader's curiosity. He hates to be bothered with a salesman, but he fears his competitor will get ahead of him. "I will find out what it is, at least," he says to himself, tears off the reply-card, already addressed and stamped, and signs his name. The reply-card reads: "Am interested in any plan that will increase my business, and I'll be glad to meet you and hear your proposition."

One reason for the claimed success of this card is said by the user to rest on the personal use of the salesman's name, which also helps break the ice at the meeting. This card, which was adopted after both a two-page letter and an illustrated folder letter were tried out, would invariably draw twenty-two per cent requests for interviews. Through it the salesman was able to pick his prospects, and gave him a leverage to use on the prospect in that his competitor was interested, and if he didn't want the device, to tell him so frankly, as it was immaterial who in town was sold.

In selling a product where a number of sales are to be made in a town, and where a salesman has more of a chance to work on his prospects, the proposition of the house simmers down largely to making the advance literature give prestige to the salesman, so that when he sends in his card it will meet with a request to come in rather than antagonism and disinterest. If this literature can do this it will go far to lessen the burden of selling. In such cases it is not always wise to depend entirely on replies received from the literature, as suggested by the following experience of the Addressograph Company of Chicago:

"For a time," said W. R. Page, advertising manager of the concern, "we used to give prospects a chance to say yes or no to the question, 'Will you let our representative call and tell you about the advantages of the Addresso-

graph for your particular requirements?' This 'Yes and No' was incorporated in the bottom margin of the letter in big type, so that all the prospect had to do was to ring the proper word with his pencil and put into the letter an enclosed return-card, which was already addressed to the salesman at his hotel.

WEAKNESS OF PLAN DISCLOSED

"This plan worked out wonderfully well so far as percentage of returns was concerned," continued Mr. Page, "but we found that many of the best prospects encircled the word 'No' because they did not wish to be bothered with a salesman, and as salesmen are but human, they were not overanxious to call on prospects who had already turned them down, and upon whom they would not be forced to report.

"So we changed our plan, and instead of trying actually to get requests for interviews we now pave the way for our travelers by sending out a series of letters, interspersed with circulars, in advance. This makes it easy for the salesman, who is then in a position to devote the most of his time to closing orders, as the distasteful educational work has been done by mail.

"The salesman under this plan is furnished a list of those to whom we have been sending the literature, and it is up to him to see every one before he leaves town and to report on him. In this way we can quickly pick out the 'dead' prospects and renew our efforts on the 'live' ones, saving considerable in postage in working that particular town.

"Of course, when we hand a salesman his list of prospects we tell him this is very incomplete, being compiled from information which we have on hand, and urge him to 'read signs,' that is, prospect for prospects as well, and add to the list we had given him."

HOW A LETTER-WRITER GETS LEAD

In looking for a good specimen letter sent out in advance of a salesman in order to bring worthwhile requests for interviews, I happened upon one used by a large form-letter house that kept several men on the road soliciting complete letter campaigns. This letter, in principle at least, should be adaptable to most cases where such letters are needed. It emphasizes the great fundamental need of plainly showing your prospect why it is to his interest to answer and put a reason there for his going to the trouble of sending back the postal:

Do you know Dal — C. M. Dahlberg of Princess Hosiery fame?

Well, Dal, who is a good friend and client of ours, came down from Milwaukee yesterday to talk over next year's advertising campaign.

Of course I took him over the plant —through the different departents—and after we came back to my office he told me he never dreamed that such a complete advertising organization as ours existed.

I showed him samples of different pieces of advertising which we had planned and executed for some of our other clients during 1913. I showed him the letter we got out for the Kalamazoo Separator that produced over $20,000 worth of business at an expenditure of a few hundred.

I showed him the Marden Realty Company letters, one of which alone sold 33 five-hundred-dollar lots in two days. I showed him the Demar Roofing Paint letters, the Badger Ice Machine letters, every one of them dividend payers.

And to make a long story short before he left he gave us an order for next year's campaign—not for a few hundred dollars as he intended, but for several thousand.

It may not be possible for you to come to Chicago to talk over your 1914 campaign with us, but it is possible for you to talk it over with Mr. Mulligan, of our copy department, who is now in your section of the country.

Mr. Mulligan has a wide and varied advertising experience and before coming to me was the advertising manager for one of the largest advertisers in Chicago. He has handled a number of important and successful campaigns and might be able to offer you some valuable suggestions. He has a set of the same samples with him that I showed Dal —samples which you should see.

If you want ideas on direct advertising for your business—if you want to know how others are spending a few hundred and earning thousands—if you want to see what's the latest in 1914, dash off your signature on the enclosed card and I will see he makes your office one of his first stops.

He is in Missouri now, so quick action is necessary. He hasn't time to double back.

As might be expected, this letter was a famous interview-getter, and made it possible for a man

Yes, we are 'way off in Philadelphia!

One of the reasons we weren't considered for the ——— ——— advertising was because we were not located in New York City.

An incident is better than an argument; here it is:

Some time ago we were conducting the advertising for one of the products of a very large New York advertiser. Other agents, some in New York, were similarly entrusted with other products of the company—Yes, you've guessed right who it was!

Well, the point of the story is, that one fine Wednesday a call was sent out by letter to all the agents asking them to come to the advertiser's office to discuss a matter of policy. Now attend carefully:—A representative of *this Company* ('way off in Philadelphia) arrived at that office *before any one else* had appeared.

Possibly the explanation of this phenomenon was that the call was issued by a *client* rather than a *prospect.*

There is a moral here for "our kind of people."

F. Wallis Armstrong Company

Philadelphia

MR. FRANCIS LAWTON, JR., has joined the Advertising Department of McCLURE'S MAGAZINE.

Mr. Lawton comes to McCLURE'S with a long and favorable record of commercial training. He has been a Salesman, a Sales Manager and an Advertising Manager, and has had experience in mercantile, corporation, commercial engineering and advertising agency work.

We believe that Mr. Lawton will be able to render valuable constructive service to McCLURE advertisers.

Walter K. Manning
Advertising Director
McCLURE PUBLICATIONS

to cover the territory in a hurry and skim the cream from it.

HOW A WHOLESALE HOUSE HELPED

Another method worthy of mention here, used by a Western wholesale house is a variation of the old familiar device of sending out a mailing piece announcing the coming of the salesman. This mailer is printed by the off-set process, and shows an express train rounding a curve at full speed, with the single word "Coming." Inside of the mailer is a die cut for slipping in the salesman's card, and a few lines of copy advising the dealer that the salesman will be in town on a certain date, what hotel he will stop at, and about what time he expects to be around to see the recipient. This plan finds favor among the salesmen, and oftentimes prevents orders going to competitors, as the dealer, being warned of the salesman's approach, will be more apt to save them for him, other things being equal.

Another concern in the general commodity field supplies its salesmen with special letters, all filled in and addressed ready for mailing. These letters are mailed by salesmen while on the road and contain return envelopes addressed to his hotel. A tone of individuality is lent by using a letterhead showing an actual photo of the salesman sitting on the observation car of a train. The letters are personally signed.

But no matter what method is used to help the salesman to get the most from his day's work, there is no disputing that such cooperation must be mighty profitable. A salesman's time when he is traveling costs money. Anything which will conserve that time and make it easier for the salesman to get interviews, or will add to his standing, or lessen the burden of selling, is money well spent.

Much to Direct Navigation Co.'s Advertising

R. M. Much has been appointed general passenger agent of the Hudson Navigation Company, New York. Mr. Much will be in charge of the company's advertising.

Collier Goes Abroad. Sullivan Editor

Mark Sullivan has been formally appointed editor-in-chief of *Collier's Weekly*. Mr. Sullivan has been the associate editor of *Collier's* for the past three years. He joined the staff of the paper in 1906. His best known journalistic work has been the department entitled "Comment on Congress."

Upon the resignation from *Collier's* of Norman Hapgood in October, 1912, Mr. Sullivan assumed the duties of editor, though R. J. Collier, was the editor-in-chief. Mr. Collier has just left for a three months' trip through Egypt, India and other countries of the Orient.

Mr. Sullivan is a graduate of Harvard University of the class of 1900 and of the Harvard Law School of the class of 1903.

"Del Monte" in Eastern Campaign

The California Fruit Canners Association is running a campaign in Eastern newspapers for "Del Monte" canned fruits and vegetables. The copy quotes Dr. Harvey W. Wiley as having given Del Monte canned fruits a star rating for quality. Other recommendations such as being certified by the Westfield Board of Health and being used by Army and Navy hospitals are given to convince the public of the high quality of these goods.

The account is being handled by the Honig Advertising Service, San Francisco.

Hirshon with Erickson

Arthur A. Hirshon has resigned his position as head of copy staff of Class Journal Publishing Company, New York, to take a position on the copy staff of the Erickson Company, Inc., New York. Mr. Hirshon was formerly advertising manager of the Dean Steam Pump Company, of Holyoke, Mass., and also was with the Chas. W. Hoyt Service of New Haven.

Zoeller Joins Chicago Agency

Karl W. Zoeller has joined the staff of the Thos. M. Bowers Advertising Agency, Chicago.

The Bowers agency announces as among its clients: H. M. Lindenthal & Sons, makers of The L System Clothes; O'Connor & Goldberg, who sell "O-G Shoes," and the Acme Trunk Works.

Clymer with Ballard

Ernest Clymer, formerly with the Wyckoff Advertising Company of Buffalo, and one time advertising manager of *McClure's Magazine*, has joined the staff of the Ballard Advertising Company, New York.

How Agencies and Publications May Help Each Other

Agents Who Were Formerly Solicitors Address the Representatives' Club

What Agents Need from Solicitors

By A. C. Barrell

Of the H. E. Lesan Adv. Agency, New York

IF I were starting to solicit for a magazine, I would, of course, learn my magazine. I would learn all I could about salesmanship, but there is another thing to learn, and that thing is, I believe, more or less overlooked by the young solicitor.

In large part the representative must sell his product to the advertising agents and like any other good salesman he must learn the trade to whom he is selling. Frankly, are you satisfied that you understand the agency situation?

I used to think that the average agency man was an unwarranted bump on the perfect curve of oblivion. I didn't know any too much about the agency field and I wasn't able to imagine what I would do in the agent's chair.

Let's study the agency situation a minute. There are about forty-seven agents represented in the Agent's Association in New York City, and several rather important ones outside of the association.

Let us roughly divide the agencies into three classes. First, let us consider the agency which is efficient, modern, progressive, possessed with the idea that what it is selling is not merely cuts and copy, but the ability to increase the advertiser's profits.

Such an agency analyzes the product in question in relation to the other competitive products in the field. It assures itself first of all of the high quality of its client's product. It examines the competitor's quality, the competitor's sales plans, and the channels of trade through which the goods are sold. It decides upon the copy appeal which will be the most persuasive, reasonable, suggestive or impelling as the case may be. The cuts, copy and sales advice which flow from such an agency are almost as inevitable as the day which follows the night, and just as sure to bring the light of success.

Such an agency is well organized, working with little or no friction. Its men are eager and quick—eager for the truth and quick in their refusal of general or social visits, inaccurate information, etc.

If you feel you cannot deliver your message, call on one of the big men in your organization to help you—at any rate don't try to bluff. Throw yourselves on the mercy of the court.

I can see men right here in the room who a few years ago, to my certain knowledge, were able to get entrée to some of the biggest men by admitting ignorance, and as a result, they received the best of treatment and were able to return and bring back the vital information to their publications.

THE AGENCY WHICH NEEDS EDUCATION

Now for the second class,—the agency which is willing but not able—the agency which is still thinking in terms of the year 1900, before some of the more difficult problems of the manufacturer had to be grappled with as intimately as now,—this sort of an agency needs more of your time—you must go slowly with it and show it little by little how the magazine field is changing and how your magazine has forged ahead and why.

It is often unready or too much involved in readjustment to register the full 100 per cent of your message. Make your letters to it fuller. Look for the bright man in its organization who is pulling the agency up. Look for the man —— for the men.

It is not what Consumers Read about Your Product that Counts—It is what they Remember

SOME people say street car advertising is not an educational medium. Now we say it is not what people read about a product, it is what they remember about a product that makes sales.

You can all prove this in your own homes. Ask the members of your family what they know about this or that product and you will find, in every case, what they know can be told in twenty words or less. What is or should be remembered we put on the street car cards and we make it remembered by *reiteration* which is the wonderful feature of street car advertising. We do not punish our readers by making them wade through a mass of matter to find the meat. We give them only the meat and give it to them quick.

We have the street car advertising in many cities in which you ought to be doing a big volume of business. Let us furnish you the figures for those in which you are most interested just now.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Bldg.
New York

WESTERN OFFICE
Crocker Bldg.
San Francisco



TRADE MARK OF QUALITY

Standard Farm Papers

represent

Advertising Efficiency as Applied to Modern Selling Conditions.

Being edited solely in the interests of their readers, it naturally follows that these publications offer READER CONFIDENCE to reliable advertisers.

They go BY INVITATION into over one million farm homes every issue. The following are

The Standard Farm Papers

Ohio Farmer	W.	125,000
Michigan Farmer	W.	80,000
Pennsylvania Farmer	W.	40,000
Breeder's Gazette	W.	90,000
Hoard's Dairyman	W.	65,000
Wallaces' Farmer	W.	72,000
The Wisconsin Agriculturist	W.	62,000
The Farmer, St. Paul	W.	140,000
Kansas Farmer	W.	60,000
Indiana Farmer	W.	55,000
Progressive Farmer	W.	170,000
Prairie Farmer	S.M.	105,000
Oklahoma Farm Journal	S.M.	50,000
Missouri Farmer	S.M.	50,000

Reliable and timely information regarding these mediums and the fields they cover will be promptly furnished on request.

WALLACE C. RICHARDSON, INC.
Eastern Representatives
41 Park Row, New York City.

Now as to the third class—the unfit agency. There may be unfit agencies just as there are unfit doctors or lawyers or bricklayers. As an agency man I cannot advise you as to your attitude toward such agencies. They are in the grip of the economic law which is slow and sure in its operation.

I wish every one of you might have a year in the agency business, just as every traveling salesman should have a year at least in the retail business. You would appreciate more fully then what an awful fight for time confronts every agency—good, bad or indifferent.

AGENCY WANTS STANDARDIZED FACTS FROM PUBLISHERS

A word about the statistics and the information which is going to the agencies at the present time from solicitors. Some of this is too voluminous for practical use in the limited time. Some is forced to such a high point that it is obviously useful only in part. Most of it is excellent and helps our clients' advertising investments. I hope some day that the publishers will standardize their circulation information through a committee or otherwise so that the facts may be more valuable to the agencies.

A movement has been started through a committee of advertisers, agents and publishers, to bring about this much needed reform.

I have little fault to find with the solicitation of the average magazine man except that it is usually uncondensed and too long. I have received a number of excellent points from the men on the firing line in New York this year and I have used them in our business.

Just this word about putting over a forced sale of space—don't!

In one case this year a magazine solicitor representing a group of magazines forced the sale of a half-page against the judgment of our client and ours. Remember it was a one-time order. The result was that we were instructed by our client later to cut off two

full pages in each of the two other magazines in the solicitor's group.

A. C. Channell, of the Channell Chemical Company, recently said: "I would rather wait two years before selling a dealer and then sell him right, than to get an immediate order which did not leave the dealer satisfied."

If I were a magazine solicitor I would feel it a duty as never before to take back to my advertising manager and publisher constructive criticisms with which the magazine could be improved.

A magazine which has a strong advertising appeal is by that token being edited, made up and printed in a way to please and interest the subscribers.

Intelligent magazine solicitors can and do suggest important and progressive editorial changes. Think of three or four of the biggest publishers—practically every one is an expert advertising man. He can sell space and advertising service and write advertisements as well as or better than his advertising manager.

Advertising is the life blood of a publication. You can help and should help with thoughts as well as lines. If I were a magazine solicitor I would get as close as I could to the editor—to all editors, particularly the departmental editors—with real constructive ideas.

Can you not think of three or four advertising managers who have gone up in the publishing side and can you guess why?

If I were a magazine solicitor I would bear in mind two great truths—one of them stated by Barrett Andrews before this club and another by Richard Waldo in a personal conversation.

Andrews said, "Plan your day, plan your week, plan your life. Don't let your mail determine what you will do."

Waldo said, "You will learn more by fast foot work, by numerous experiences and mistakes, by being turned down again and again than you will by advice or that kind of analysis which is not based on facts. Get out and work and then think it over."



The Raleigh, N. C., Times

Will now be represented in the general advertising field by this organization.

One of our men has visited Raleigh and a complete and comprehensive report made by him, covering many phases of the local business situation (and we are prepared to give you co-operation that counts) as well as everything he could learn regarding the newspaper situation, is at your disposal, on call.

The old scaled card with its wide and perhaps prohibitive ranges of rate will be abolished and a new card with a flat rate of one and three-quarters (1¾) of a cent an agate line will be substituted on February 1st.

All orders and contracts entered and in force at higher rates will at that time be automatically adjusted to that figure.

We have a mighty interesting story to tell of a splendid field and its excellent publicity medium, and we ask an early opportunity to lay it before you.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

Efficient Co-operation with Agencies

By J. G. Berrien
Of Calkins & Holden, New York

THE representative's publication figures as a segment of a segment of an agent's problem. The representative touches him at the point where he considers magazines. Let me give an idea of the work an agent does as I have seen it.

He is touching every avenue of publicity from the package in which the goods are wrapped, the office stationery, the house-organ, the sign on the factory, the advertising message as prepared for his clients' traveling men, on through dealer helps like window displays, slides, show cases, ready-made newspaper ads, envelope stuffers, circular matter and trade papers. He is not, in the majority of these cases, merely manufacturing these things according to specifications from his customers, but he is originating them as well. In order to originate them, he is spending time familiarizing himself with deep-down manufacturing problems of production and shipping. He is following his customers' competitors. He is in direct touch with his clients' retailers and their problems, and he is in touch with his clients' salesmen all the time.

The agent finds himself to-dav in a position where he has to do all these things in order to make his customers' advertising dollar yield 100 cents' worth of work; in order to find the big underlying unit idea back of each account; in order to take the pride in his work that he gets only from surrounding it and mastering it.

I will not go into further analysis of this material out of which the ground work and the foundation for each client's success are built. I understand you are looking for pointers on how to increase your efficiency with agents. I cite this outline of what takes up a large part of an agent's time. that you may realize the truth of my first statement: that your publication is a segment of a segment of an agent's problem.

Shall the house be built of brick, stucco or wood—magazines, billboards, newspapers? If it's a magazine exterior, the agent will use some of your bricks if you have spent your time with him telling him exactly how useful, how ornamental, how durable your bricks are.

See that your agent has a clear concept of your paper editorially, circulation-wise, and as to rates. Be sure he knows any unique virtues it possesses. Keep your mind on his whole concept of your paper. If that is right you won't have to spend his time or yours selling him on individual accounts. The whole is greater than any of its parts.

Did you ever hear of the jeweler who was so much of a tinkerer that he spent all his time at the repair bench mending things till the sheriff closed him out? The trouble was that he thought a part greater than the whole, and so he left to the tender mercies of a $15 a week clerk perfectly good customers out front who came in to buy gold watches.

If you have followed a house being built, you know that when you get the foundation done and the uprights up, there is still a lot to do before the owner can move in. So with the agent, when he gets all that stuff done that I have outlined, he still has to lay the floors, put on the exterior, etc.

Calls on an agent average from three to eight an hour, and I have heard of as many as 143 calls on one agency in one day.

I used to wonder why a man like Wilbur Corman, for instance, talked along this line to me when I used to see him. What was the object? Did he mean me when he spoke about these magazine and newspaper men following him up on first one account and then another, as though there was no such thing as standardization of parts possible in magazinedom—no constant values—no one main concept about a publication? I say I *used* to wonder why. To-day instead of suspecting him of telling me in a nice way to please

Second Largest Among 15c. Women's Magazines.



Pictorial Review

1,000,000

CIRCULATION MONTHLY

The March 1914 issue is the largest in the history of the Magazine—by over 4000 lines.

There must be value back of five years of consistent increases of circulation and advertising patronage.

Lane Bean Inc.

CHICAGO NEW YORK BOSTON

Efficient Co-operation with Agencies

By J. G. Berrien
Of Calkins & Holden, New York

THE representative's publication figures as a segment of a segment of an agent's problem. The representative touches him at the point where he considers magazines. Let me give an idea of the work an agent does as I have seen it.

He is touching every avenue of publicity from the package in which the goods are wrapped, the office stationery, the house-organ, the sign on the factory, the advertising message as prepared for his clients' traveling men, on through dealer helps like window displays, slides, show cases, ready-made newspaper ads, envelope stuffers, circular matter and trade papers. He is not, in the majority of these cases, merely manufacturing these things according to specifications from his customers, but he is originating them as well. In order to originate them, he is spending time familiarizing himself with deep-down manufacturing problems of production and shipping. He is following his customers' competitors. He is in direct touch with his clients' retailers and their problems, and he is in touch with his clients' salesmen all the time.

The agent finds himself to-dav in a position where he has to do all these things in order to make his customers' advertising dollar yield 100 cents' worth of work; in order to find the big underlying unit idea back of each account; in order to take the pride in his work that he gets only from surrounding it and mastering it.

I will not go into further analysis of this material out of which the ground work and the foundation for each client's success are built. I understand you are looking for pointers on how to increase your efficiency with agents. I cite this outline of what takes up a large part of an agent's time. that you may realize the truth of my first statement: that your publication is a segment of a segment of an agent's problem.

Shall the house be built of brick, stucco or wood—magazines, billboards, newspapers? If it's a magazine exterior, the agent will use some of your bricks if you have spent your time with him telling him exactly how useful, how ornamental, how durable your bricks are.

See that your agent has a clear concept of your paper editorially, circulation-wise, and as to rates. Be sure he knows any unique virtues it possesses. Keep your mind on his whole concept of your paper. If that is right you won't have to spend his time or yours selling him on individual accounts. The whole is greater than any of its parts.

Did you ever hear of the jeweler who was so much of a tinkerer that he spent all his time at the repair bench mending things till the sheriff closed him out? The trouble was that he thought a part greater than the whole, and so he left to the tender mercies of a $15 a week clerk perfectly good customers out front who came in to buy gold watches.

If you have followed a house being built, you know that when you get the foundation done and the uprights up, there is still a lot to do before the owner can move in. So with the agent, when he gets all that stuff done that I have outlined, he still has to lay the floors, put on the exterior, etc.

Calls on an agent average from three to eight an hour, and I have heard of as many as 143 calls on one agency in one day.

I used to wonder why a man like Wilbur Corman, for instance, talked along this line to me when I used to see him. What was the object? Did he mean me when he spoke about these magazine and newspaper men following him up on first one account and then another, as though there was no such thing as standardization of parts possible in magazinedom—no constant values—no one main concept about a publication? I say I *used* to wonder why. Today instead of suspecting him of telling me in a nice way to please

Second Largest Among 15c. Women's Magazines.



Pictorial Review

1,000,000

CIRCULATION MONTHLY

The March 1914 issue is the largest in the history of the Magazine—by over 4000 lines.

There must be value back of five years of consistent increases of circulation and advertising patronage.

Lane Bean Inc.

CHICAGO NEW YORK BOSTON

I Got the Opportunity —Also the Job

FOUR agencies and three publishers responded to my advertisement in PRINTERS' INK of January 8th. I shot pretty high. I wanted a publication I could believe in—that the advertiser could believe in—and I've found it!

You realize, of course, that a man who solicits advertising for a publication has but one asset—one dividend-paying "stock-in-trade"—and that is the Confidence and Respect of the advertiser and advertising agency: Confidence in his truth-telling solicitation, Respect for his judgment in advertising. And, to merit these, the solicitor must have behind him a publication he believes in and that has an ability to "follow through" on his solicitation.

All of which is a long way of telling you that I have found my opportunity with The National Sunday Magazine (Semi-Monthly Magazine section).

I've served advertisers for ten years on three kinds of media—standard magazines, newspapers, and women's magazines—and I have found that advertisers nowadays expect from their advertising:

(1) A very certain consumer demand.

(2) The closest kind of a "tie-up" with their dealers, which includes *real* co-operation.

(3) A strategic circulation: *i. e.*, the greatest possible amount of publicity among the largest number of people who are within easy reach of the dealers carrying the advertised products.

(4) An absolute conviction, born of keen analytical investigation, that the circulation bought goes to the greatest purchasing power obtainable.

All these, and more, I have found! ***I know The National Sunday Magazine (Semi-Monthly Magazine Section) offers the manufacturer a most tremendous value on the four points raised!***

Owen H. Fleming

go away and let him work, I am beginning to think that he meant I could improve my own affairs and not injure my paper's chances of getting business due it, if I would only realize that an agency office is not a musical scale with which to practice my exercises.

It isn't that—nothing like it. Gargle your throat outside, and when you go into an agency be at concert pitch. Don't sing minors. Don't sing arias—sing a solo that will keep on singing itself. And remember the ears that hear your solo are open—but blasé.

The agent's heart hasn't changed a bit. Times have—standards have. Lobbying has gone out of fashion. Personal ingratiation used to help bolster up lean advertising columns. To-day publishers know it is more profitable to make a good paper that the public and the advertiser buy, rather than to sell by new sensations and blandishments anything short of the best.

The representative who is most liked personally is never liked as well as the client. Get yourself personally liked by the advertiser, and it being his money, he may say to his agent, "I want to show my personal appreciation of Bill Jackson by sending him four magazine pages"; but the agent himself can't follow any such generous impulse any more than I could order a library for Bronxville and tell 'em to charge it to Carnegie.

Your duties too have changed. The time that used to be spent in personal ingratiation, lobbying, fence mending, dropping in—goes into other channels of effort. You are studying ways of doing things for agents, rather than devoting yourself exclusively to having them do things for you. Many of you make personal investigations, at least once a year, of all the agents with whom you come in contact. You familiarize yourself with the scope and character of their work, from cellar to garret, in order that the manufacturers who ask you what kind of an agent So-and-so is may not catch you napping or get an opinion based on hearsay or hunch. You are following the copy that appears in your paper, and giving your agents the benefit of any ideas that you think may strengthen the appeal through your paper. You are posting yourselves on the aim and purpose back of each campaign which is not running in your paper, before you submit data proving your paper's fitness for the account.

Such things and others, which no doubt occur to you as equally effective and profitable, have become standard practice with so many magazine men, that I wonder in advertising circles the term "service *representative*" is not as commonly used as the term "service agency" for surely the one is no rarer than the other.

Data Publishers Should Furnish Agents

By E. G. Pratt

Of the J. Walter Thompson Company, New York

LET us consider this subject from the following viewpoints: First, the need for this data. Second, the kind desired. Third, the best way for you men to present it.

In considering this subject we do not mean just cold statistics, but rather information regarding the amount, the quality, the distribution of circulation; information regarding the retailers and jobbers in the territory covered by a publication; the editorial point of view; information about how the subscribers live, what they buy—all based upon actual investigation, not upon guesswork.

All will agree that there is nothing much more dangerous than half-baked judgment. The need for accurate data comes from our continual effort to base our deductions on fact rather than on theory.

I realize that it is impossible in many cases to-day for a representative to secure comprehensive information regarding his periodical from his publisher. There is need for you men who are out on the firing line to sell your publishers on this point.

One of the chief aims of the representative's work is to create greater confidence in his particular periodical. There are certain things that tend to destroy this confidence, for example, where one publication prints two editions with two pieces of copy on corresponding pages—one announcing a subscription offer at a bargain price, which is sent to the present subscribers—the other one, sent to some agents and advertisers, containing in its place a house advertisement of the company.

Or where publishers print two editions on two different stocks of paper—the heavier stock, of course, going to the agents and advertisers. Or where the publisher makes misleading statements regarding the giving of premiums in connection with subscriptions.

Or where the publisher takes the business direct, granting to the advertiser a discount.

We all must realize that every trick that is attempted destroys an amount of confidence that requires a great expenditure of time and money to rebuild.

Please bear in mind that the inability to sell space in a publication is always due to the salesman's failure to *sell*, rather than to the other man's failure to *buy*. And remember that the better agencies are not seeking the reasons why not, but rather are seeking the reasons why.

Publications seem to fall into two classes. First, those which through years of prestige-building through advertising—through the quality of service—through the returns which the publication has rendered, have arrived at the place where their statements are believed in.

The second class of publications—through lack of advertising—through poorer returns to the manufacturer—through shifting of policy, is often doubted. These, when asked for certain information, are apt to say, for example, "Why don't you compel such and such a magazine to give you this data before you give it the business?" They do not realize the difference between the positions occupied by the two publications.

Do they realize how the old order is giving away to a new? Take the record of gains and losses for the year 1913. Note the volume of advertising lost by some publications. Note the positions occupied by certain publications yesterday and to-day.

Some publishers have too long maintained an injured air with regard to the analysis of their subscription lists. They have hand-shaked themselves onto too many "big city" and "small town" lists. They have straddled too many fences.

To have once been a leader means nothing. "To have pioneered in anything is no great satisfaction unless your achievements of to-day prove that you have kept on pioneering." To-day's leader may be to-morrow's follower; to-day's follower may be to-morrow's leader.

Give more facts to the service agencies, so that they may further analyze the subject of incomes. Give facts regarding the approximate income of subscribers and give the facts regarding the merchandising bought by them.

We all know the difference between the Fifth Avenue and the Second Avenue and the Sixth Avenue stores and their shoppers. The Belasco Theatre attracts one kind of audience, the five-cent moving-picture house another. To which class do your subscribers belong?

Be frank about the amount of your circulation. You owe the agent and advertiser a guarantee with a refund for shortage—and yet how few even give an average yearly guarantee!

Tell us how circulation is obtained; the net cost (if you will grant that this is any of our business). To what extent do premiums enter into the transaction?

Tell us how much of the circulation is subscription; how much news-stand sales. What percentage renew, and how the word "renewal" is defined.

Tell us whether the publication is read by women or by men, and how you have arrived at your conclusion.

Who is the editor? Has he

Beginning with the February Twenty-second issue

THE CLEVELAND PLAIN DEALER

will serve its readers with

The National SUNDAY MAGAZINE
SEMI-MONTHLY MAGAZINE SECTION

of

"America's Greatest Daily Papers"

THIS great daily of Cleveland and Northern Ohio stands pre-eminent in its field, both in Quality and Quantity of its Circulation, and in Dealer and Consumer Influence in its most desirable and fertile territory.

THE Circulation of The National Sunday Magazine now exceeds 2,100,000. The present rates are based on a guarantee of 2,000,000 copies per issue only.

The Sun, New York
The Boston Globe
The Washington Post
The Cleveland Plain Dealer
The Omaha Bee
The Oregonian, Portland
The Pittsburgh Dispatch
Los Angeles Times
The Chicago Tribune
The St. Louis Globe-Democrat
The Cincinnati Enquirer
The North American, Phila.
The Seattle Post-Intelligencer
The Buffalo Express
Pioneer Press-Dispatch, St. Paul

THE ABBOTT & BRIGGS CO.
GENERAL MANAGERS

New York
1264 Fifth Avenue Building

Chicago
1400 Kesner Building

or she ever visited any considerable number of homes of subscribers? Let us meet in conference the publisher, the editor, the circulation manager.

Tell whether any member of the advertising department has ever visited any considerable number of homes of subscribers. Certainly some valuable information regarding the merchandise consumed in the homes would come to light.

Many have published the distribution of circulation by States, yet how few have furnished any accurate information regarding the distribution in certain sized towns.

How rarely we hear publishers discuss the relative value of small versus large space in their publications, of continuous advertising with adequate space, rather than big space with few insertions.

Professor Hollingworth, of Columbia University, is conducting, under the auspices of the Ad Men's League, a series of rather illuminating tests on this point. His deductions regarding the value of large versus small space would furnish rather interesting argument to those representatives who to-day feel the inroads of the policy of concentration in certain weeklies or in certain women's publications; and yet few representatives—possibly because the man working in his laboratory and on the lecture platform is known as an "instructor in psychology"—have the available facts.

Give facts regarding the death rate in your publication. Possibly make more effort to retain business that you get. But, anyhow, hold an autopsy on business that dies.

Tell whether a high death rate comes from one-time insertions or two-time insertions, or too large or too small space, or poor follow-up to the consumer, or poor follow-up to the dealer, or lack of co-operation with the salesmen.

Publish information regarding the amount of editorial matter devoted to such subjects as "Kitchen and Table," "Fashion," "Fiction," "House-Furnishing," etc.

Tell the number of letters that are exchanged between subscriber and editor, and the subjects covered. This will give an idea of the relative importance to the subscriber of the several departments.

Give the volume in agate lines, and in dollars and cents of the advertising carried for the past five years, and the names of the most important advertisers.

Give the amount of mail-order advertising, and the number of years that each advertiser has used your publication.

Give facts regarding the influence of your publication to produce sales at dry goods and department, or grocery, or drug, or general stores.

Tell of the patterns connected with your publication.

Tell what local dealers have reported about the purchasing power of subscribers when shown your publication's stenciled lists.

Show what certain advertisers have said about the power of a publication to produce sales for them by mail or through dealers.

Furnish accurate reports on investigations of the channels of distribution (retailers and jobbers) in the particular field covered by your publication. This applies especially to the small-town and the metropolitan fields.

Representatives of the Sunday magazines might analyze much more the merchandising conditions in the cities covered by their publications.

Representatives face the condition that so many salesmen of merchandise face—namely, that when they are talking to an agent or a manufacturer, he is, to a certain extent, theirs. But when the representatives are away from him, he is apt to be somebody's else.

And so the representative's great problem (and I didn't see it until a few months ago) is to get his publication automatically on those lists where it belongs and keep it there.

And so to supplement your solicitation I would suggest that each publication assemble a book in loose-leaf portfolio form, and

turn over a copy to each of the worth-while agencies: this book to contain, under appropriate headings, accurate information regarding the publication and the field covered, which would be available when the agent wanted to take up the publication in connection with certain advertising, and not only when the representative wanted to discuss the matter. Such a permanent data book would prove a most profitable salesman for your publication.

Coast Campaign for Canned Foods

Wadhams & Kerr Brothers, Portland, Ore., manufacturers of the Monopole Brand of canned fruits are using the newspapers in an educational campaign to make housekeepers realize that in canned vegetables can be found the elements that give strength and endurance. One talk is to the effect that the anxieties of winter in securing dainty vegetables can be overcome by following the advice of the professional preserver of table foods. The copy deals with those vegetables with which no attempt has ever been made in home canning. The advice is given that the housewife's troubles in looking ahead for months in preparation for the winter have now passed along to a professional canner of foods, whose entire time is given to preparing foods for thousands of homes.

Lighting Co. Offers Free Engineering Advice

The Gas and Electric Company of Baltimore recently used a newsy line of advertising copy offering "Free Engineering Advice to Power Users." Big space was used to offer this assistance in solving power problems. This paragraph undoubtedly appealed to power users who had certain problems to solve: "Our advice is given only after we make careful tests of your present equipment. These tests will not interfere with your plant operations. They will cost you nothing. A full report of these tests will be left with you whether you decide to do business with us or not."

A Guarantee for Two Months

Gholstin-Cunningham Springbed Company, Atlanta, Ga., manufacturers of the Princess Mattress, is using the phrase "We Sell Princess Under a 60 Nights' Guarantee" in all its advertising copy. One piece of copy shows a picture of a young woman resting comfortably in bed, reading a newspaper and enjoying a box of chocolates. Such headlines as "The mattress that makes any bed your friend," etc., are used.

Poster Advertising in Chicago Means Big Business

¶ The people of Chicago receive higher salaries than are paid anywhere else in the world.

¶ The wealth of Chicago is enormous.

¶ The spending power of its population per head is greater than that of any other city in the country.

LET US HELP YOU TO BUILD UP YOUR SALES

THE AMERICAN POSTING SERVICE

B. W. ROBBINS, President

757 West Jackson Boulevard Chicago, Illinois

Decision in the Famous Knabe Name Case

A FINAL decree has been handed down in the case of the American Piano Company vs. The Knabe Bros. Company, in the United States District Court at Cincinnati. This is a famous case involving the right to the use of a family name. After the purchase of the original Knabe piano business by the American Piano Company, two grandsons of William Knabe left the parent concern and began the manufacture of pianos at Cincinnati, under the name of The Knabe Bros. Company. The American Piano Company brought suit to prevent them from selling their product as "Knabe Pianos."

LIMITATIONS ON THE FAMILY NAME

In the final decree, Judge Hollister recognizes the defendants' right to the use of their family name, but denies them the right to use it in such a way as to injure the owner of the original Knabe business. A perpetual injunction is granted, restraining E. J. and Wm. Knabe III from "using the word 'Knabe' as the name or designating title of any piano," or from placing upon the fallboard of any piano the words "Knabe Brothers" or "Knabe Brothers Company" unless they are immediately followed in equally conspicuous type by the words "This piano is not a Knabe." The Court specifically authorizes the defendant to use the following inscription:

> The Knabe Bros. Company.
> This piano is not a Knabe, but is made under the supervision of E. J. and Wm. Knabe III., grandsons of the original Wm. Knabe I.

It is further ordered that nothing in the decree shall be construed so as to prevent the Knabe Brothers from doing business under their own name, and the American Piano Company is enjoined from making any representations to the effect that the Knabes of the present generation are engaged in the manufacture of genuine Knabe pianos.

Price Maintenance Discussed

The January meeting of the League of Advertising Women of New York was devoted to the subject of "Price Maintenance" and was handled in a unique manner.

A fair hearing was given to both the supporters of "Price Maintenance" and "Price Cutting." Ellis Howland, formerly in charge of trade relations for Kellogg's Toasted Corn Flakes, took the manufacturers' standpoint.

Alexander Mayer, merchandising counsel for several hundred retail stores, and George Stadtlander, who operates three retail grocery stores in New York City, took the retailers' standpoint.

Mr. Howland defended price maintenance as being absolutely necessary for the continuance of good quality products; the argument of Mr. Mayer against price maintenance was that it protected a manufacturer in extorting profits; Mr. Stadtlander's argument was that the retailer has a perfect right to give the consumer the benefit of any lower selling cost on any product, whether it was trade-marked or not.

They Knew the Trade-Marks

The question as to whether advertising pays was solved in Kansas City recently when the *Post* received 5,500 answers to a page of ads in which only the slogans and trade-marks of extensive advertisers were run, without the names of the companies. A ten-dollar prize was given to the contestant whose answer was correct and first received. Three five-dollar prizes also were given. The only key was given in the case of the Union Pacific Railroad ad, where the shield and the "Overland Route" slogan was used. Among the advertisers were the Southwestern Milling Company, with Aristos flour; Harris-Goar Jewelry Company, with "Come Up Where Prices Are Down"; C. C. Yost Pie Company, with "Mother-made Pies," and the Chicago & Alton Railroad, with "The Only Way." Of the more than 5,000 answers received only a few were incorrect, despite the fact that several of the advertisers are purely local, such as the Empress Theater, which has adopted the slogan, "Where Everybody Goes."

Gallup to Help "Clean-up" Movement

George B. Gallup, New England representative of *Cosmopolitan Magazine*, is a member of the "Paint-up and Clean-up" committee which has started a clean-up movement throughout New England. The Pilgrim Publicity Association has endorsed this movement and has delegated Mr. Gallup as its representative.

Miller Resigns from "Puck"

W. L. Miller announces his resignation as advertising manager of *Puck*, effective February 14. Mr. Miller was for nearly twenty years advertising manager of *Leslie's Weekly*, and for four years has been advertising manager of *Puck*.

"Big Business" or Little

you should read

"The Railroad and its Relation to the Farmer, the Financier and to the Every-day Citizen"

in the February issue of Better Farming.

This article by editor-farmer Fredk. L. Chapman, will be read and reread in the homes of 350,000 farmers, next month.

It is well worth your time. We'll gladly send you a copy.

Better Farming

Duane W. Gaylord, Advertising Manager

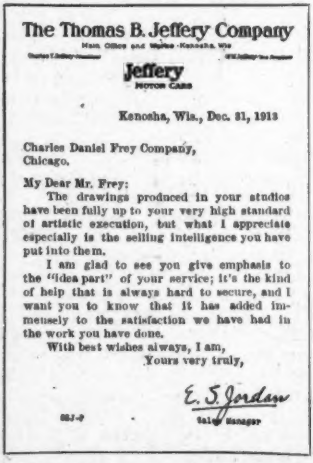
Chicago

Harry B. Raymond, Eastern Rep.
225 Fifth Ave., New York

A page from "LIFE," designed and illustrated by the Charles Daniel Frey Company, for Williams & Cunnyngham, advertising agents:



What Mr. E. S. Jordan, Sales Manager of the Jeffery Company, thinks of our work:


The Thomas B. Jeffery Company
Main Office and Works, Kenosha, Wis

Jeffery
MOTOR CARS

Kenosha, Wis., Dec. 31, 1913

Charles Daniel Frey Company,
Chicago.

My Dear Mr. Frey:

The drawings produced in your studios have been fully up to your very high standard of artistic execution, but what I appreciate especially is the selling intelligence you have put into them.

I am glad to see you give emphasis to the "idea part" of your service; it's the kind of help that is always hard to secure, and I want you to know that it has added immensely to the satisfaction we have had in the work you have done.

With best wishes always, I am,
Yours very truly,

E. S. Jordan
Sales Manager

If you will tell us your requirements we will be pleased to submit our ideas for the illustration of your advertising copy, in typewritten form without obligation, or in sketch form at a nominal charge.

BOOKLETS AND PRINTED MATTER UPON REQUEST.

CHARLES DANIEL FREY COMPANY
Advertising Illustrations
MONROE BUILDING, CHICAGO

Endorse "Printers' Ink" Statute

The PRINTERS' INK model statute, with a slight change so as to change it into an ordinance, was endorsed unanimously by the Kansas City Ad Club at its recent meeting. The word "city" was substituted for "State," this being the only change made. The ordinance will be submitted to the Rotary Club and the Merchants' Association before being introduced in the city council. President C. L. Brittain appointed a committee of ten men to take the measure in charge and see that it reaches the council in safety.

Biblical Text for Ad Writing

At the January weekly luncheon of the Birmingham Ad Club, William Taylor, ex-president of the Oklahoma City Advertising Club, gave a talk on "The Selection of Words," in the course of which he submitted the following biblical quotation as the best expression of a high, yet practical, ideal for all writers of advertisements—"My word shall not return unto me void, but it shall accomplish that which I please, and shall prosper in the thing whereto I sent it." —Isaiah 55:11.

DeWitt Made General Manager New York "Herald"

E. D. DeWitt, for the past seven years advertising manager of the New York *Herald*, has been made general manager. Mr. DeWitt was at one time connected with the Paris edition of the *Herald*, and before being appointed advertising manager was with the *Evening Telegram*. His successor as advertising manager has not yet been appointed.

Grit Family's Annual Gathering

The thirteenth annual meeting and banquet of Grit Family, composed of the officers and employees of *Grit*, Williamsport, Pa., was held in the banquet hall of the Grit Building on January 21.

The function, which was attended by 200, was presided over by Dietrick Lamade, president and general manager of Grit Publishing Company.

A. R. Howell With Manhattan Shirt Company

A. R. Howell, for three years assistant advertising manager for the Remington Arms-Union Metallic Cartridge Company, New York, has resigned to join the sales department of the Manhattan Shirt Company, also of New York.

Leigh Joins Butterick

G. H. Leigh, for two and one-half years with the Eastern office of the *American Sunday Monthly Magazine*, has given up that connection to become a New York City representative for the Butterick publications.

Grocery and Allied Press Hold Convention in Chicago

The fifth annual convention of the Grocery and Allied Trade Press of America, comprising a majority of the representative grocery trade papers of the United States, was held at the Hotel Sherman, Chicago, January 9-10.

The association reaffirmed its stand of a year ago in regard to verified circulation statements. Announcement was made of the dropping from membership of a number of papers because of failure to furnish proofs of circulation. It was decided to petition Congress to require all second-class mail publications to furnish sworn statements of circulation to the Post-Office Department, such as are now required of daily newspapers.

It was decided to formulate "Standards of Practice" for grocery trade papers, to which all members will be required to conform. A number of interesting papers were read and addresses made. Among the speakers were: John A. Greene, secretary of the National Association of Retail Grocers; Stanley Clague, of the Clague Agency; Joseph J. Vigneau, of *The General Store;* Norman H. Johnson, of *The Merchants' Journal and Commerce;* Charles Thorpe, of *The Retail Grocers' Advocate,* New York; F. B. Connolly, of *The Retail Grocers' Advocate,* San Francisco; George J. Schulte, of *The Interstate Grocer,* St. Louis. Mr. Schulte was chairman of the committee on arrangements.

William H. Ukers, editor of *The Tea and Coffee Trade Journal,* was unanimously re-elected president for the fourth time. The other officers are: vice-president, O. L. Schultz, of *The Twin City Commercial Bulletin,* Minneapolis; secretary, Ed H. Phillipi, of *The Modern Grocer,* Chicago; treasurer, Charles Thorpe, of *The Retail Grocers' Advocate,* New York. The following were elected members of the executive committee: Norman H. Johnson, Richmond, Va.; George J. Schulte, St. Louis, and David Ezekiel, Philadelphia.

Jonas Leaves Shepard-Norwell Company

I. S. Jonas has resigned as advertising manager of Shepard-Norwell Company, of Boston. Mr. Jonas, who was advertising manager of R. H. Macy & Co. for several years, returns to Atlanta, Ga. He is succeeded at Shepard-Norwell's by Reed Moyer, of Spokane, formerly advertising manager of the Spencer E. Carr Company.

Schworm to Start Checking Bureau

Geo. V. Schworm has resigned as head of the checking department of Frank Seaman, Inc., to inaugurate a central bureau for distributing and checking out-of-town newspapers, in behalf of metropolitan agencies. He will associate with him William Mandel, also of the Seaman agency.



On "Barking Up

Posters Rea

ESTIMATES
without ob
us or any offic

POSTER ADVERTISING

OFFICIAL RE

Associated Billposters Protective Co.	147 4th Ave., New York City
A. M. Briggs Co.	816 Hippodrome Bldg., Cleveland, O.
Ivan B. Nordhem Co.	Bessemer Bldg., Pittsburgh, Pa.
The A. de Montluzin Advertising Co.	Cincinnati, O.

he Wrong Tree"

ONE medium may be good, and yet, as regards *your* commodity, it may take your story to people who are not interested and never would be.

A medium which reaches everybody *must* reach your particular audience.

Everybody

plied promptly
tion. Address
representative.

SSOCIATION, 1620 STEGER BLDG. CHICAGO, ILL.

ENTATIVES:

Foster Selling Co.....1015 Fullerton Bldg., St. Louis, Mo.
Geo. Enos Throop, Inc.....12th Floor Tribune Bldg., Chicago, Ill.
Wall's National Poster Service, Inc.,
101 Tremont St., Boston, Mass., & 5th Ave. Bldg., New York City

SUCCESSFUL FARMING



Circulation
600,000

Guaranteed
Or No Pay

February Gains Also

(January beat any previous January Issue)

SUCCESSFUL FARMING for February shows more advertising space and a larger advertising income than any previous February number in the history of the publication.

Most of the money paid for advertising in this big February issue is a reinvestment of money already earned by previous advertisements in SUCCESSFUL FARMING. Here are the figures in round numbers for our gross cash advertising income for February of each year, beginning with February, 1909. Compare it with any other record with which you are familiar and draw your own conclusions.

February, 1909	$22,600
February, 1910	42,200
February, 1911	49,700
February, 1912	63,200
February, 1913	68,400
February, 1914	72,000

First forms for March Seed and Garden Number close Monday morning, February 2nd, and the last page goes to press February 20th. It is usually oversold.

Get the Successful Habit

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

New York Office
1 Madison Ave.
New York.

Chicago Office,
1119 Advertising Bldg.
Chicago, Ill.

Pact of Agencies and Out-Door Association

The Arrangement Made at New Orleans Convention for Closer Business Relations—Agreement on Standard Commission of Thirteen and Three—Argument of the Agencies—New Officers

AS a result of action taken at the Fifth Annual Convention of the Out-Door Advertising Association at New Orleans, January 19-26, there will be much closer co-operation between the members of that association and various advertising agencies.

The question of the relationship between advertising agencies and out-door advertising came up for consideration soon after the convention assembled. A committee to consider the matter and report to the convention was appointed by the newly elected president, Charles F. Bryan, who succeeds Thomas Cusack as head of the Out-Door Advertising Association. Several sessions were given up by this committee to a discussion with delegates representing advertising agencies.

The three chief points urged by the agency representatives were the following:

(1) Recognition of what has grown to be the standard commission granted by other advertising media, viz., thirteen per cent commission and three per cent discount for cash.

(2) The establishment of a rule that all out-door advertising contracts should be transferred with the account. In other words, out-door advertising contracts placed by one agency should be transferred with the commission to the advertising agency taking over the account.

(3) That contracts should be entered into with individual agencies similar to contracts at present existing between agencies and magazines, the purpose of which is to prevent rebating.

There was considerable argument regarding the first point. It was argued that to give agencies a commission of thirteen and three would result in a decided increase in the selling cost of out-door advertising. The agency representatives answered that a natural increase in business would come as a result of furnishing to the agencies a commission which would make it possible for them to install well-equipped advertising departments.

The representatives of the agencies modified proposition No. 2 by agreeing that all business placed through an agency should continue to the end of the current year.

There was practically no argument on the third proposition.

On January 22 the committee to which the matter had been referred, recommended that the agencies should be given what they asked for, and the association adopted this report.

The advertising agencies were represented at the convention by M. P. Gould, of New York, who spoke as the accredited delegate of 66 agencies located, for the most part, in Eastern cities. In addition to Mr. Gould, the following delegates representing individual agencies were present: Harry Gotthelf, Charles H. Fuller Co., Chicago; James Ward, Dunlap-Ward Co., Chicago; Mr. Porter, Taylor-Critchfield Co., Chicago; Mr. Griffiths, J. Walter Thompson Co., New York; Mr. Grogan, Mahin Advertising Co., Chicago; Mr. Hoge, Frank Seaman, Inc., New York, and Mr. Hancock, Ballard Advertising Agency, New York.

Mr. Gould's argument represented the view-point of the agencies. He said that of the agencies which he represented, more than nine-tenths had favored the proposition as mentioned herewith. Briefly summarized, Mr. Gould's argument was: An agency should have thirteen per cent instead of ten because it costs approximately ten to do business and three per cent margin is only fair. The transfer of a contract assures the advertiser of getting the service that he deserves. A direct individual contract between the out-door advertising association and each individual agent will give the asso-

ciation the power to say that the agent must give the service or he cannot represent the association. Sixty-six agencies voted, according to Mr. Gould, that thirteen per cent is sound. Two wanted a cash discount of two per cent. Thirty-two of thirty-six New York agencies wanted three per cent. Sixty-one of the sixty-six agencies voting endorsed the transfer of a contract at the end of one year. Four wanted the business to run for the life of the contract. Four voted against the transfer of the contract. Regarding the agreement to prevent rate cutting and to guarantee service to the advertiser, sixty-six voted that if they should do business with the Out-Door Advertising Association, they wanted to be insured against rate cutting.

Mr. Gotthelf, representing the view-point of the Western agencies, said:

"Is it fair to ask us, the several hundred agencies of the country, to put in out-door departments in addition to our present equipments; to disturb our service men and rate departments; to increase the burden of our soliciting forces with a new medium, which all cost money and time, unless you pay us to do so? I dare say it will cost our agency nearly $10,000 the first year to open up an out-door department; hence, before we could break even on the investment, we would have to do a business of at least $100,000 to cover this overhead expense and leave a profit to the credit of the department.

"Because of these and many other reasons, you should permit your clearing house leeway sufficient to give the agencies thirteen per cent commission and three per cent cash discount.

"If during the next three years you have only half of all the agencies working for you and compel that many to reach the minimum required for them to break even, you would thereby secure an increased business of many millions of dollars which you would get in exchange for an adequate commission paid to the agencies and the necessary promotion work and co-operation of the right kind to train and educate them."

Charles F. Bryan, who was elected president, was formerly secretary of the association. Thomas Cusack, the retiring president, declined to accept another nomination. George L. Johnson, general sales manager of the Thomas Cusack Company, was elected secretary to succeed Mr. Bryan. The vice-presidents elected were Samuel Pratt, New York; George W. Kleiser, Portland, Ore., and Harry C. Walker, Detroit. George J. Sherer, of Minneapolis, was elected treasurer.

Babson as a Press Agent

Roger W. Babson, who is a great economist and also consents to sell advice for $60 or $90 a year "predicted revolution as an alternative of the plan he proposed for the regeneration of the world," according to a newspaper report of one of Mr. Babson's recent speeches. Mr. Babson thinks that the revolution will come because people are dissatisfied with the present system of handing down property from father to son. He suggests that property be turned over to the State, at least if the newspaper report we have seen is to be believed. It is to be admitted that the social and economic problems of the day are very grave, but we fail to see any need of predicting revolution, and while admitting Mr. Babson's business ability and intelligence, it is a little difficult to take his ominous predictions seriously when the fact is borne in mind that every time his name appears in the paper his salesmen are enabled that much easier to produce results for the organization for which they work.—*Business America.*

Big-Space Cracker Campaign in Philadelphia

J. S. Ivins' Son, Inc., of Philadelphia, is advertising cakes and crackers in page space. The campaign, which began on January 22, includes the *Inquirer*, the *Record* and the *North American*.

The company says that this is but the start of the largest campaign Ivins' has ever undertaken. The page copy features children and various kinds of cookies, cakes and crackers.

Bulletin Copy for Barney & Berry

"Skating Is Good with Barney & Berry Skates" in white letters on a black circular background is the phrase that was used by this concern to call attention to their skates. The first three words were large so that anyone reading the paper would quickly see the words "Skating Is Good."

The 1914 Edition of the

AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

Is Ready
for Delivery

Price $5.00. Sent anywhere in United States on receipt of price, "Express Charges Collect." Order from the Publishers.

N. W. Ayer & Son

Philadelphia

More Than A Million Ahead

Sunday totals for 1913 show that

The Detroit Free Press

led its nearest competitor by 1,000,314 lines of paid advertising carried, with a grand total for 1913 of

4,928,308 Lines

Here is the strongest possible proof of the absolute supremacy of The Detroit Free Press. Circulation figures prove it the favorite of the reading public—advertising carried prove it the favorite of the advertisers!

The Detroit Free Press is the Leader in Every Way

And here are the figures that substantiate our pre-eminence in every respect; 1913 figures show The Detroit Free Press (Daily and Sunday), ahead of its nearest competitors as follows:

Ahead 64,093 lines in Automobile Advertising.

Ahead 53,858 lines in Book Advertising.

Ahead 315 lines in Educational Advertising.

Ahead 60,891 lines in Financial Advertising.

Ahead 63,183 lines in Real Estate and Building Advertising.

Ahead 961 lines in Railroad and Travel Advertising.

Ahead 143,100 lines in Steamship Advertising.

Ahead 22,235 lines in Summer Resort Advertising.

Ahead 23,294 lines in Grocery and Food Advertising.

Sunday Circulation, average, 102,626 (now in excess of 105,000).

Daily—Largest 2c morning circulation between New York and Chicago: average, 70,836.

Favored for Its Soundness and Integrity!

The Detroit Free Press is built on the rock of might and right—MIGHTY in its influence—RIGHT in its policies—and the PREFERENCE of readers and advertisers alike!

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN, Foreign Representatives

Brunswick Bldg., New York, N. Y. Steger Bldg., Chicago, Ill.

Periodicals Restored to the Mails

New Order of Postmaster General Effective January 26—Many Trade, Class and Fraternal Journals Among Those Affected—Had Been Sent by Fast Freight—List of the Names

Special Washington Correspondence

ADVERTISING interests will be considerably affected by an order issued by the Postmaster-General, effective on and after January 26, restoring to the mails from the "blue tag" fast freight service many periodicals.

Trade and class journals, fraternal organs, semi-monthlies and monthlies devoted to current events comprise a large portion of the periodicals which are again to be transported on regular mail trains instead of forwarded by freight under the plan inaugurated by the Post-office Department on September 1, 1911, and which plan provoked dissatisfaction on the part of many publishers and advertisers. With the periodicals restored to the mails it will be possible to accept advertising up to a date closer to the date of issue than has heretofore been practicable, owing to the necessity in the past for closing forms a considerable interval in advance of the ostensible date of issue in order to permit of the delivery of the periodical to subscribers by the fast freight system. Not only will it be possible for each periodical to have a later date of closing for advertising, but it is claimed that advertisers will benefit from the greater timeliness and consequent enhanced interest of the reading matter in the periodicals due to the shortening of the time between publication and delivery to subscribers.

DISSATISFACTION OF PUBLISHERS

Many of the publishers affected have been dissatisfied with the transportation of periodical mail matter by freight from the time the plan was put in force in the autumn of 1911. Nevertheless, on July 1, 1912, the system which had been inaugurated in restricted territory was extended to include shipments between leading points in the South, such as Washington, D. C., Cincinnati, Atlanta and Chattanooga. But, on August 24, 1912, Congress came to the relief of the publishers to the extent that the regular appropriation act passed at that time contained the stipulation that the department should not extend or enlarge the policy of sending second-class matter by freight trains.

However, the transportation of periodicals by freight continued in the territory where it was originally introduced and statistics just complied show that during the fiscal year 1913 there was transported an aggregate of 5,045 carloads of periodical mail matter in fast freight trains—or in other words, 140,216,437 pounds of periodicals. The cost of the freight transportation, with cartage and other incidental charges, was $703,904.37. Had this mail been continued in the regular mail trains the cost of its transportation would have been $2,194,918.22. Therefore the saving to the Government by reason of the shipment of this mail by freight is computed at $1,491,013.85.

That the publishers of periodicals which contain news matter have only just now succeeded in securing the restoration to the mails of those publications which it is impracticable to deliver to the post-office long in advance of the announced date of publication, has been due to the fact that the department has not considered it practicable to restore such periodicals without reweighing the mails and making readjustments of compensation for the carrying of this mail. And the department officials questioned whether they had authority to weigh such periodicals alone and adjust carrying charges accordingly. Finally, however, the Comptroller of the United States Treasury, to whom the question was put, decided that this could be done.

The department thereupon took up, one by one, the applications for the restoration of periodicals

to the mails, and each case was decided upon its merits, with the result that a large number of monthlies and semi-monthlies will resume their former status. The reweighing of these periodicals in the mails will begin on Monday, January 26, and continue for a considerable interval.

PERIODICALS RESTORED

The Second Assistant Postmaster-General, who is in charge of this work, has furnished to PRINTERS' INK the first list of the periodicals to be restored. Here are most of the names:

MASSACHUSETTS

Boston.—The Apothecary, American Photography, Grocers Magazine, Popular Photography, Printing Art, Shoeman, The Shoeworkers Journal, Spatula, Textile World Record.

Quincy.—Granite Cutters Journal.

NEW YORK

New York.—American Album of Fur Novelties, American Bottler, American Cloak & Suit Review, American Druggist and Pharmaceutical Record, American Furrier, American Gentleman, American Ladies Tailor, American Marine Engineer, American Perfumer & Essential Oil Review, The American Review of Reviews, American Silk Journal, American Tailor and Cutter, American Veterinary Review, American Wine Press and Mineral Water News, Automobile Dealer and Repairer, Bankers Magazine, Barbers Journal, Blacksmith and Wheelwright, Boilermaker, Building Age, Carpet & Upholstery Trade Review, Central Station, Clothier and Furnisher, Commercial Vehicle, Confectioner's Gazette, Cordage Trade Journal, Current Opinion, Decorative Furnisher, Director, Druggist's Circular, Drygoods Guide, Electrical Record, Engineering Index, Engineering Magazine, Furniture Trade Review and Interior Decorator, Gas Age, Gas Energy, General Federation Magazine, Hairdressers Journal, Hardware Dealer's Magazine, Harness, Heating & Ventilating Magazine, House Furnishing Review, Hub, India Rubber World, Industrial Engineering & The Engineering Digest, Insurance Advocate, Insurance Critic, Insurance Index, Insurance Law Journal, Insurance Monitor, Insurance Observer, Insurance Press (Mo. Indus. Ed.), International Confectioner, International Marine Engineering, Lumberman's Review, Machinery (9 editions), Master Mate and Pilot, Merck's Report, Metal Industry, Metallurgical & Chemical Engineering, Moody's Magazine, Motor, Motor Boating, New Age, Official Railway Equipment Register, Orden's Echo, Painter's Magazine, Paper Box Maker & American Bookbinder, Photographic News, Photographic Times, Pocket List of Railway Officials, Publishers Guide, Railway Age Gazette, Railway & Locomotive Engineering, Retail Baker, Safety Engineering, Sartorial Art Journal, Sheet Metal, Silk, Steam, Steam Shovel & Dredge Journal, Stone, Sunnyside, Talking Machine World, Telegraph & Telephone Age, Trade and Transportation, Typewriter Topics, Universal Engineer, Upholsterer, Wall Paper News & Interior Decorator, Water & Gas Review, Wilson's Photographic Magazine, Wooden & Willow Ware Trade Review.

Utica.—Harness Gazette, Mantle, Tile & Grate Monthly, National Electrical Contractor.

Brooklyn.—American Hairdresser, International Steam Engineer.

Buffalo.—American Blacksmith.

Garden City.—World's Work.

Troy.—American Laundry Journal, Carriage Dealers Journal.

Waverly.—Legion Home Guard, Light of Legion.

PENNSYLVANIA

Philadelphia.—American Carpet & Upholstery Journal, American Fertilizer, Automobile Trade Journal, Carriage Monthly, Commercial Car Journal, Tobacco World.

Easton.—Chemical Abstracts, Journal of American Chemical Society, Journal of Industrial & Eng. Chemistry.

Scranton.—Colliery Engineer.

OHIO

Cleveland.—Locomotive Engineers Journal, Railroad Trainmen.

Elyria.—Railway Post Office.

Toledo.—National Union.

INDIANA

Indianapolis.—Bricklayer, Mason & Plasterer, Bridgemen's Magazine, Carpenter, Clayworker, Firemen's Magazine (Locomotive), International Bookbinder, Journeyman Barber, Typographical Journal, Woodworker.

ILLINOIS

Chicago.—American Journal of Veterinary Medicine, American Sheep Breeder, American Swineherd, Banking World, Blacksmiths Journal, Bonds and Mortgages, Car Worker, Catholic Forester, Cement & Engineering News, Cement Era, Chemical Engineer, Commercial Telegraphers Journal, Contractor, Detective, Hotel Bulletin, Hotel Monthly, Hummer, International Auctioneer, Lyceum Magazine, Masonic Voice Review, Modern Confectioner, MonumentalNews, The Diapason, Motography, National Engineer, National Harness Review, Office Appliances, Office Outfitter, Piano, Organ & Musical Instrument Workers Journal, Power Wagon, Practical Decorator, Practical Engineer, Public Service, Railway Journal, Shepherd's Journal, Signal Engineer, Telephone Engineer, Travelers Railway Guide, United Association of Journeymen Plumbers, Gas and Steam Fitters Journal, Western Druggist.

MISSOURI

St. Louis.—Harness Herald, National Druggist, Railroad Telegrapher.

Kansas City.—Amalgamated Sheet Metal Workers Journal, Jeweler and Optician, Leather Workers Journal, Railway Clerk.

MICHIGAN

Grand Rapids.—Furniture, Furniture Manufacturer & Artisan, Grand Rapids Furniture Record.

WISCONSIN

Madison.—American Thresherman.

Milwaukee.—Brooms, Brushes & Handles, Flour and Feed.

Doubled In Four Years

The value of the 1913 crops in the United States is DOUBLE that of 1909.

TEN BILLION DOLLARS' worth of products is the 1913 record of American farms. They have therefore "DOUBLED in FOUR years."

The money made by country people during the record year of 1913 will be spent in 1914. The country people have the money. It is not in the big cities. That is proven by people out of work in large cities, and other signs. But the prosperous condition of people living in small towns who get this money from the farmers first, and of the farmers themselves, shows once again that the good times of 1914 come from the soil—the only real source of wealth.

This is further proven by the record of BOYCE'S WEEKLIES—the Blade and Ledger, whose readers are exclusively outside of big cities. In circulation, in capacity of plant, equipment and floor space, and in advertising, BOYCE'S WEEKLIES have doubled in the last four years, just as the value of farm products have doubled in that time.

This proves the case of BOYCE'S WEEKLIES—that they grow as the country sections grow and profit as the country people profit.

There is in this A BIG LESSON for ADVERTISERS.

Have you doubled your advertising to country people to benefit from the twofold increase in the receipts from the soil products?

Are you doing your advertising in the papers that reach the people who have the money to spend?

Or are you spending it on advertising in big cities where conditions are unfavorable?

If you have not doubled your advertising in *our* papers for four years, then you are not hitting the right people hard enough. There never was a better time to begin than 1914, when this immense cash income will be spent by our readers.

The Blade and Ledger are the best mediums to reach the people who will spend these BILLIONS.

W. D. BOYCE COMPANY
500-514 N. Dearborn St. Chicago, Ill.

EASTERN OFFICE
212 Metropolitan Tower New York City

A Paying Co-operative Advertising Campaign

How the Initial Problems Were Overcome in the Campaign of the Electric Vehicle Association—The Parceling Out of the Inquiries—Careful Use of the Appropriation and the List Selected

THE plan of the working out of the co-operative advertising of the Electric Vehicle Association of America is so interesting in many ways that a description of it will be suggestive to manufacturers in other lines. Advertising co-operatively by competitors in any one field, however desirable it may be, presents at the start certain bothersome questions of procedure. How shall the money be raised? What problems of common concern shall first be given attention? How shall the inquiries created by the advertising be parcelled out?

Those behind the Electric Vehicle Association campaign solved these and other attendant problems so satisfactorily that, after a year's work, the advertising will be continued during 1914.

The results of the preliminary expenditure of $50,000 in 1913 were in no way sensational. They were good enough, however, to encourage a continuance of the advertising. There has not only been a gratifying direct return, but also there are strong signs that the advertising is pulling the larger results hoped for.

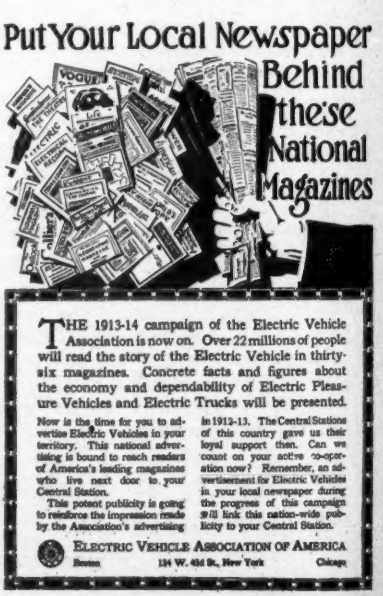
Curiously enough, the bulk of the appropriation has been furnished by the "central station" companies.

After it was pointed out that the central station was the greatest gainer in many cases from the sale of an electric vehicle, these companies united to push the sale of them. In fact, it was this interest which was the prime mover in the formation of the electric vehicle association and in inaugurating an aggressive advertising campaign.

MAKE-UP OF THE ASSOCIATION

The reason for the central stations joining hands to further the cause of electric vehicles is that they may profit from the additional current which will be consumed. Just as a central station is said to get an annual revenue of eight dollars from every three-dollar electric sad-iron sold, so does it make a profit on the electric vehicles. One engineer figured that there was more profit from current consumed by one commercial electric vehicle than from a whole block of residences. Another estimated the annual revenue would be about $50 a year, and the beauty of it is this money is made at a time when a station's load is "off-peak," such as late at night, when this charging can be done very easily.

With such an interest at stake,



STRAIGHT TALK TO CENTRAL STATIONS ABOUT THE STRENGTH OF THE NATIONAL CAMPAIGN

it is not so surprising that eighty-one out of one hundred and two contributions to this advertising fund came from those who were to furnish the "juice." The other interests represented in the association were the vehicle manufacturers, who were anxious to increase volume and lower both manufacturing and selling costs, and the makers of the batteries, tires and other accessories, who were directly interested in the growth of the vehicle industry.

One reason advanced for the increase in interest of the central-station companies in the movement was that they were non-competing and were already working in close harmony along lighting and other lines, whereas the manufacturers, whose whole being depended on the growth or decline of the industry, were in keen competition, and therefore inclined to look with suspicion on the plan. Some of these manufacturers may have felt that they could take the same money and use it to advertise their particular car or battery to better advantage.



Electric Trucks Are Increasing

In New York in one year the number of Electric Vehicles in use increased 43 per cent. In Boston in the last two years the gain was 136 per cent. In Chicago during the same period the increase is estimated at 400 per cent.

In New Jersey in one year, one electric light company gained 47 per cent in its revenues from charging Electric Vehicle batteries. In St. Louis during the first six months of 1912 one company showed a gain from the same source of 127 per cent.

These figures are typical of the increasing use of Electric Vehicles throughout the United States. Here is indisputable proof that more and more far-seeing business men recognize the reliability, dependability and economy of Electric Commercial Vehicles for city haulage.

You really should investigate Electric Vehicles now.

Secure this Book Today

"The Story of the Electric Truck"

A most interesting representation of the facts and figures that you want to know about the Electric Truck. This beautifully printed book of 36 pages—yours on request. Size of operation, etc.—and photographs of the several models Electric Trucks. Ask for it today.

(Your Name and Address Here)

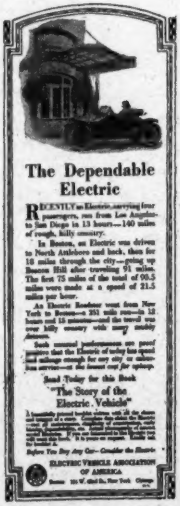
NEWSPAPER COPY FURNISHED MEMBERS OF THE ASSOCIATION

PURPOSE OF THE ASSOCIATION

But the association was not wholly organized for the purpose of advertising. According to its constitution and by-laws it came into being "to promote the adoption and use of electric vehicles for both business and pleasure purposes." While educational publicity would do much to bring about this avowed purpose, still there were other thorns in the industry's side.

For instance, there was the important matter of standardization of parts. For example, there were charging plugs of all sizes and shapes and this made charging difficult in many cases. There was need for battery improvement—a vital point in the industry's growth—and, above all, need for encouraging the establishment of charging stations so as to make the "electric" more practical and charging more convenient.

But publicity—the kind which would overcome public prejudice and ignorance—was what was wanted. Talk of a co-operative campaign had long been in the air. Some years ago a feeble effort was made by a battery manufacturer to bring about a pooling of interests, but because of his interested position not much more than a start was made. With a strong association, representing a capital of $500,000,000, it was a different matter, the only difficulty being in raising funds for the campaign—the problem in all co-operative advertising. The question was how were these funds to be raised, by the "give-what-you-are-able" plan, a pro rata tax based on volume of business, or what? Then came up the question of adjusting the different interests; the manufacturer, for instance, had more at stake than the central station, and so on.



The Dependable Electric

RECENTLY an Electric, carrying four passengers, ran from Los Angeles to San Diego in 13 hours—140 miles of rough, hilly country.

In Boston, an Electric was driven to North Attleboro and back, then for 18 miles through the city—going up Beacon Hill after traveling 91 miles. The first 75 miles of the total of 93.5 miles were made at a speed of 21.5 miles per hour.

An Electric Roadster went from New York to Boston—a 351 mile run—in 12 hours and 15 minutes—and she toured over hilly country with many muddy stretches.

Such unusual performances are proof positive that the Electric of today has speed and mileage enough for any city or suburban service—at the lowest cost per upkeep.

Send Today for this Book

"The Story of the Electric Vehicle"

It contains several beautiful views, with all the facts and figures you want to know about the Electric. Size of operation, cost of operation, etc.—and photographs of the several models Electric Trucks. It is yours on request. Write us today.

Before You Buy Any Car—Consider the Electric

ELECTRIC VEHICLE ASSOCIATION OF AMERICA

MAGAZINE COPY FOR PLEASURE CAR

HOW THE FUND WAS RAISED

Finally the "give-what-you-are-able" plan was decided upon, and

a series of letters was prepared by the committee which solicited contributions. Some personal solicitation was also done by members of the committee and the advertising agency handling the account, but "in the main," reads the committee report, "the solicitation of funds was done by correspondence, following a plan laid down by the general publicity committee and addressing those who had shown a willingness to subscribe. Series of letters appealing severally to the different central stations, manufacturers of cars, batteries and other accessories were used to impress upon all the need of a campaign of education. After the subscriptions began to come in further letters were addressed to the interests affected and immediate action was urged, as it was impossible to contract with publishers till after the fund was in hand."

An interesting experiment was made in which a numbered subscription card figured. The card was as follows:

To the Electric Vehicle Association of America:

We subscribe as a "good-will" contribution to the national co-operative advertising campaign fund the sum of

$ 5.00 ....
10.00 ....
15.00 ....
25.00 ....
....

Indicate by (x) amount of subscription.

You need not sign this card—the number identifies you.

(1234)

The card was mailed to a large list of members and non-members. This gave everyone an opportunity to subscribe, but, says the report, "results were not very gratifying. eight subscriptions were received totaling $37," so thereafter the raising of the funds was done by pledging the members and then collecting the pledges.

Under this plan about $42,053 was raised for last year's campaign and $34,046 has been raised



To the Unattached

We have an opening for an Advertising Man who is not at present connected with an Agency, or who is seeking a change. If you are the man and are in control of and serving accounts, we invite you to confer with us. We will back you up on *Service* and open up opportunities for the greater development of your talents and we will stand back of you with financial support. We would like to hear from you only if you are in control of a fixed amount of business and are seeking such a connection as we outline.

H. SUMNER STERNBERG CO.
Merchandising & Advertising
LINCOLN TRUST CO. BLDG.
208 FIFTH AVE.
New York



Personal Service In Print and in Practice

YOU'VE heard much of personal service—and seen little of it. We believe the first step in personal service is *personal understanding*. We like to get intimate with our clients before we get intimate with their problems.

To them and to us, every ounce of enthusiasm means a pound of profit, and getting enthusiasm is a matter of getting together, getting busy and *getting business*.

In marketing, in vitalizing the selling force, building dealer co-operation and maintaining dealer service, in devising ways and means to improve a product, in cutting down overhead expense, we make ourselves a part of the institution we serve.

Growing thus as intimate with the facts of a business as with its men, we are doubly equipped for intensive cultivation of fertile sales-territory.

H. SUMNER STERNBERG CO.
Merchandising & Advertising
LINCOLN TRUST CO. BLDG.
208 FIFTH AVE.
New York

for this year's campaign. Of this sum the central stations contributed about one-half, battery and other accessory manufacturers one-third and the remainder came from the vehicle manufacturers.

PLANNING THE CAMPAIGN

Plans for the campaign were worked out by an advertising subcommittee, assisted by W. G. Tucker, Jr., and W. D. McJunkin, of the McJunkin advertising agency, together with a number of advertising men connected with the various manufacturers in the association, under the chairmanship of Frank W. Smith, vice-president of the United Electric Light and Power Company, New York.

From the tentative list of mediums suggested forty-two were finally selected and divided into groups so as to get the greatest possible results by appealing with different copy through each group.

In one group were included the magazines of general circulation reaching the upper classes, who might be in a position to buy electric vehicles for either family or business use. According to the committee report these mediums were finally selected on a basis of which had carried the greatest amount of electrical advertising during the preceding two years. Another group was made up of the fashion magazines or woman's publications, etc.

The expenditures in two general circulation groups were as follows:



If You Could Reduce Your Delivery Cost One-Third--

Think what that would mean, Mr. Laundryman—to eliminate one-third of the present expense of making deliveries! You know how costly an item your delivery service is—how it eats into your gross income. Why not use Electric Delivery Service and reduce your operating expenses and improve your efficiency at the same time?

One Electric Delivery Wagon does the work of three horse-drawn wagons—at an average daily saving of 33⅓%. And you can depend on Electrics to stand up under the strain during the hot weather when increased business puts heavy demands on your delivery service. That is something you cannot say of your horse delivery.

Electric Delivery Wagons Are Far Superior for Your Purposes

Electric Delivery Wagons are ideal for your sort of service—quick deliveries with many stops. No trouble starting—no delay. Any of your present business-getting drivers can quickly learn to operate an Electric.

Lower cost of maintenance, highly satisfactory performance, long life, few repairs, decreased fire risk—these are some of the features of Electric Delivery. Balance the many advantages of Electric Delivery Service against the drawbacks of your present system. Then decide whether Electric Delivery is not more suitable for you.

The Information Bureau of this Association will gladly send you interesting literature about the Electric Vehicle. Write today.

Public interest and private advantage both favor the Electric.

ELECTRIC VEHICLE ASSOCIATION OF AMERICA
BOSTON NEW YORK 124 W. 42nd St. CHICAGO

TRADE PAPER COPY FOR ANOTHER TYPE OF VEHICLE

Collier's, $4,536.84; *Cosmopolitan*, $2,835.48; *Everybody's* $3,255.84; *Life*, $1,939.20; *Literary Digest*, $2,413.20; *Outlook*, $1,149.12; *Review of Reviews*, $1,275.96; *Scribner's*, $1,356.60; *Theatre*, $716.28; *Vogue*, $1,155.

Technical papers were grouped and separate copy was planned for them, as the technical advertising was to carry a triple burden. It had, first of all, to show the other central stations what was being done, in the hope that more subscriptions would be received to the fund. Then this advertising was intended to sell central stations on the electric vehicle to induce them to use electric trucks for their own work. Lastly these ads were to induce central stations to make use of the advertising matter, such as electrotypes, etc., which the association furnished. During the first year over $4,000 was spent in technical publications and an equal amount in the automobile trade-journals to carry the message to present owners who might soon be in the market for new cars. This expenditure was divided as follows:

Central Station, $395.16; *Electrical Merchandise*, $556.92; *Electrical News*, $342.72; *Electrical Record*, $592.68; *Electrical World*, $763.92; *Electrical Review*, $724.32; *Southern Electrician*, $689.52; *Automobile*, $665.99; *Commercial Vehicle*, $443.28; *Motor*, $861.84; *Motor Age*, $665.99; *Motor Car*, $229.80; *Motor Print*, $376.32; *Power Wagon*, $711.24.

Another far-sighted angle to the

campaign was the use made of the varied trade papers. In them it was aimed to create interest in the different industries for electric vehicles in business. By using trade papers the association was able to talk to each industry and dwell on the particular industry's needs. The sum thus spent was about $7,000, divided as follows: *American Journal of Surgery*, $395.01; *Journal American Medical Association*, $623.97; *Therapeutic Gazette*, $359.10; *American Wool and Cotton Reporter*, $516.09; *Black Diamond*, $214.20; *Brewer and Maltster*, $124.92; *Brick*, $378; *Cement World*, $406.98; *Iron Age*, $757.12; *National Provisioner*, $296.40; *Presto*, $217.71; *Team Owners' Review*, $279.84; *Bakers' Review*, $204.12; *Dry Goods Economist*, $786.24; *Florists' Review*, $235.20; *Grocery World*, $201.60; *National Laundry Journal*, $191.04; *Popular Electricity*, $464.52.

This plan called for an actual expenditure of $35,305.28, outside of the cost of drawings and mechanical work. It meant that the advertising would be seen by close to 4,000,000 readers of these magazines and 432 insertions of ads would be assured.

In this first copy no attempt was made to do more than "educate." There was little of a fact and figure twist to it. Rather the reader was asked to take the association's word. Nor was any great attempt made to draw inquiries. A phrase was incorporated asking readers to write the "Information Bureau," but this was later modified as people took it for granted that the bureau could furnish all kinds of information as to operating cost and other data. What inquiries did come into the office of the secretary, about 2,000 all told, were distributed impartially among those manufacturers who had subscribed to the fund; that is, the name of each inquirer was sent to all.

One of the problems of the early advertising was the illustration. It was found hard to get a composite illustration of a car without suggesting some particular make. If this was done the other manufacturers immediately felt hurt. So finally it was decided to show all the different cars at different times without mentioning the car.

Strangely enough, no comparison was made between electric and gas cars, although this was a logical target for the copywriter. Instead the fight was picked with the horse.

HOW THE CAMPAIGN PULLED

Results, of course, in such a campaign were not of the kind you could put your finger on. That this first year's effort created sufficient interest to cause an equal fund to be raised for another campaign this year speaks for its effectiveness. It is known, however, that something like 2,000 actual requests for data were produced with almost no effort. This year a determined effort will be made to get inquiries, and two booklets, "The Story of the Electric Pleasure Vehicle" and the "Story of the Electric Truck," are being used for that purpose.

Feeling that the public has been pretty well educated, the idea behind the new copy is to convince. Accordingly, facts and figures are being put to good use. The list of mediums has been changed around a little, some being cut off, and others added.

The effect that this advertising has had has been summed up by ex-President Blood. In addressing the Boston convention of the association, Mr. Blood said: "A few years ago electric vehicles were not largely used and the public was unacquainted with their worth. The vehicle manufacturers were not making large sales and their factory and selling costs were necessarily high. As few electric vehicles were being marketed, the battery manufacturers were making correspondingly few batteries Central stations with rather high rates for electric current were hindering rather than helping the introduction of electric vehicles. All of these interests awoke at the same time and joined hands, with the result that the use of the electric vehicle has increased marvelously and its adoption is becoming more and more general."

An Open Letter to Advertisers Who "Play Policy"

By a Representative

No. 1 of a series of frank discussions of what this representative calls "tendencies that help to defeat advertising efficiency"

GENTLEMEN: "If you hadn't sat down you wouldn't have to get up again right away," was the cordial greeting of the advertising manager when I grew tired of waiting for him to finish reading his newspaper, and pulled out a chair from under a nearby table.

No need to repeat the ensuing conversation. Not that it isn't repeatable. He was advertising manager of an office appliance company (since failed), planning to go into a big national campaign (never undertaken). I represent one of the profitable mediums for the advertising of office appliances.

This had been a first call. So back at the hotel I did some sleuthing. Important interests in the business are held by a local brewer. I later confirmed my conclusion that our non-considerability as an advertising medium for office appliances had been settled because we had recently been guilty of publishing an article unpleasant in its comments on certain undesirable features of the unrestricted sale of booze.

ADVERTISERS WHO DISLIKE EDITORIAL VIEWS

But there is no more rhyme or reason in plenty of cases I know of.

The head of a certain big food product business is an ardent supporter of a certain man prominent in politics. We had been one of the publications disagreeing with some of that prominent man's political views. Forthwith this food product is no longer advertised to our readers, though a good many thousands of dollars had been—he had often said—wisely invested in reaching them.

A State legislature passed a law improving the conditions of labor for women. We reviewed this legislation with approving comments. Along comes a cancellation of an advertiser for whom my medium had been first or second best for many years. And he didn't employ women in making his product, either. His opposition to legislation about feminine labor conditions was merely personal. Several other excellent mediums for his advertising were cut off at about the same time for comments on women's or children's laboring conditions.

Another publication is one of those which has had considerable to do with the passage of pure food laws, and has unquestionably made its readers unusually interested in the matter of good food, and particularly susceptible to a better-food line of advertising appeal. Wise enough to realize the importance of the general public attitude in the matter of pure foods, a certain advertiser somewhat grudgingly improved his product to meet the highest standards, and forthwith became a vigorous "pure food manufacturer," and made much of the better-food argument in his advertising appeal.

But he "has it in" for this publication because of its pure-food influence at the time when he wasn't up to standard—and won't use it now when the purity of this food is the biggest point in his advertising.

Now I am not quarreling with every man's right to spend his money just exactly as he pleases.

There is no constitutional objection to the Irishman's voting for the Irishman *per se*, or the German's voting for the German regardless of fitness and solely because he is a German. But it doesn't work for efficiency in government. The vote ought to be for the best man for the job.

And "playing policy" doesn't work for efficiency in advertising.

Every man in the advertising business has, whether he realizes it or not, a big part to do with regard to the high cost of advertising; according to whether his efficiency brings it down, or his inefficiency boosts it higher.

Now, one of the important factors in the high cost of advertising is the judging of advertising mediums primarily on the basis of politics, religion or some other editorial policy, rather than on the only basis on which advertising can honestly be bought—*sales efficiency*—the best publication (or publications) for the job.

The man who won't let mere friendship influence him in making an unprofitable or less profitable purchase for his business forgets all this, and lets some editorial policy that has no bearing on his business influence him against making profitable purchases.

If I can sell him good steel at a fraction less than he can buy it elsewhere he won't bother himself a bit what my personal opinion or political affiliation is. He would consider himself untrue to the business that employs him if he did.

Of course, I am told in one case I am merely an individual, while in the other case (as a publication) I am an institution influencing thousands or hundreds of thousands of other people.

Yet that "influencing hundreds of thousands" is what all advertisers are seeking for—what they're striving to prove to themselves, before or after they spend their money. And, some of them, when they find unquestioned proof of that tremendous influence, turn their backs on it because sometimes that influence is wielded in a way that doesn't please their relatives.

If I happen to be publishing a newspaper that has been careless of its advertising standards, should I shake my head and say, "PRINTERS' INK—nothing doing—no advertising about my newspaper; that sheet has so much influence with advertising men that it got a law against fraudulent advertising passed in a lot of States."



If yours is a worthy message—here is a messenger who will take it straight into over a hundred thousand responsive homes.

The Utica

SATURDAY GLOBE

Thousands of towns in interior New York, New England and adjacent states, are now, and have been for a third of a century—SATURDAY GLOBE towns.

Some of them are fairly good sized little cities—then there are *towns* galore and villages in great number.

Fine folk. Prosperous, thrifty, home loving, home keeping, home making people. The desirable type.

No better market on earth for good home goods. Shrewd fraud-detesting folk, so it's no place for the fake.

Now 30c an agate line flat.

The season is upon you. Act.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis

A Good Place to Make Money is Where Money Is

The South is the PLACE!

The Mediums are

HEARST'S
DAILY GEORGIAN AND SUNDAY AMERICAN
ATLANTA, GEORGIA.

Every Advertiser Should Examine the 1913 Bank Clearings

	1912	1913	% Gain or Loss
ATLANTA	**691,941,254**	**725,604,193**	**4.9 Gain**
New York	100,743,967,262	94,634,281,984	4.9 Loss
Chicago	15,380,795,541	16,073,130,524	4.5 Gain
Philadelphia	8,166,286,613	8,523,508,873	4.4 Gain
Washington	391,776,792	401,905,076	2.9 Gain
Baltimore	1,957,474,680	1,967,560,763	0.5 Gain
St. Louis	4,627,580,808	4,136,994,869	2.7 Loss
Louisville	724,894,233	715,731,886	1.3 Loss
New Orleans	1,058,354,963	980,683,873	7.3 Loss
Total New England States for 1913			8.1 Loss
Total Middle States for 1913			4.6 Loss
Total Western States for 1913			3.7 Gain
Total Southern States for 1913			2.1 Gain
Total United States for 1913			2.5 Loss

(Figures from Commercial and Financial Chronicle.)

Compare the 1913 increase in Bank Clearings of the Southern States with other sections of the country.

Keep a watchful eye on the Prosperous South.

The SOUTH, with her rapid strides in all industries, both agricultural and manufacturing, is focusing the attention of the entire world; and Atlanta, the metropolis of the South, is forging quickly to the front as one of the big centers of commerce, finance and advertising.

In addition to her large increase in Bank Clearings for 1913,

ATLANTA IS THE THIRD INSURANCE CENTER OF THE UNITED STATES, exceeded only by New York and Chicago; and FOURTH IN PREMIUM RECEIPTS in all lines of insurance.

Atlanta is the SEVENTH CITY IN TELEGRAPHIC NEWS.

Atlanta's POST OFFICE RECEIPTS ARE LARGER THAN ANY OTHER CITY OF THE SOUTH.

Atlanta is the RAILROAD HUB OF THE SOUTH, with 14 roads radiating in every direction.

Within a radius of 60 miles of Atlanta are 800,000 PEOPLE, and within one night's ride, 10,000,000 PEOPLE. Atlanta is the big distributing center of this vast territory.

Atlanta is wide awake to her opportunities and "on the job" all of the time.

National and Mail Order Advertisers will do well to be "wide awake" likewise and investigate ATLANTA and the Great and Growing South.

We have many more important facts and figures regarding the Great South, Mr. Advertiser, Mr. Agency Man, and they are yours for the asking.

HEARST'S
DAILY GEORGIAN AMERICAN SUNDAY
ATLANTA, GEORGIA.

Grocery Trade

Sales Manager

WANTED

An unusual opportunity with a concern of great financial strength and unequalled facilities in its line is open to a competent sales manager now employed in a large modern business selling the grocery trade through traveling salesmen. Salary will be commensurate with ability. You may write us with assurance that you are dealing with a firm of long established reliability and negotiations will be strictly confidential. Give age and such particulars of yourself, your business experience and your reasons for considering a change, as you would desire in our place. If interested, interview will be arranged without expense to you.

Address: Sales Committee, P. O. Box 780, New York.

Consider the editorial policy of your mediums, by all means; but——

ONE LOGICAL STANDARD OF JUDGMENT

But I maintain that there is only one logical, businesslike basis on which to consider the editorial policy of an advertising medium. Ask yourself this question:

Does it tend to make the publication uninteresting or unpleasant to—and therefore unread by—the kind of people I can profitably sell my goods to? *Or does the editorial policy help to attract and influence the kind of people I can most profitably sell my goods to?*

I can tell by reading *Atlantic Monthly* that small boys won't stay up late reading it. I can tell by reading *System* that the few women among its readers will be strictly business women. James J. Hill probably doesn't read the I. W. W. *Upheaver* any more zestfully than Anthony Comstock does *Jim Jam Jems.*

Now I may personally like *Jim Jam Jems* and the *Upheaver*—but that hasn't a blessed thing to do with my using them to reach small boys, society girls, railway magnates or purity-leaguers.

And no more has it anything to do with it that I personally dislike certain publications or am displeased with certain departments and policies.

Quite the contrary is frequently the case in regard to the judicious buying of advertising space. Sometimes the measure of a publication's displeasing you is a measure of its actual force, and presents a special opportunity for you.

If I make billiard and pool tables I may be quite displeased to read Jane Addams' references in the *Ladies' Home Journal* to the sinister influences of poolrooms; but, come to think of it, doesn't that help to give me an ideal opportunity to present my suggestion of "Keep the boys happy at home by buying the X billiard-and-pool table for them"?

It may be remembered that a number of years ago a certain

publication made itself unpopular with the Standard Oil Company by printing some things that made Standard Oil quite unpopular with the American people. So much did the Standard Oil feel this criticism that it finally came out of its shell and began to cultivate favorable opinion by the open-faced publicity it had hitherto scorned.

Some time later a certain advertising agency presented an advertising list to them, and was promptly told that a consideration of *Blank's Magazine* was out of the question.

The answer was equally prompt: "You had been criticised many times and had laughed at your critics until *Blank's Magazine* printed some things that made you 'open up' for the first time in history. It seems to me that the publication which had the power with the American people to make Standard Oil sit up and 'open up' is the very kind of publication that ought to head the list of mediums to use in influencing the American people." And *Blank's Magazine* was used.

AN UNBUSINESSLIKE ATTITUDE

A successful food products manufacturer I know is very rabid against publications which dare to be anything but finger-on-lip, stand-pat in their editorial contents. They must not be progressive or go against established political, financial or economic conventions or conditions. Yet this man has built up a great business on a product which directly works against one of the greatest consuming habits of the American people; and his best market has been and always will be among those people who are progressive and willing to change their habits when they find that what they have been doing is bad for them, and that trying something new may be better for them. People of stubborn stand-pat minds, who are hard to move toward anything different from what they, their father, and their father's father always have done, are his very poorest prospects.

From my advertising view-point

The Norfolk Ledger Dispatch

The only afternoon newspaper in a field not only already of great importance, but constantly growing more and more so, offers the manufacturer or distributor who makes his advertising a real part of his salesmanship and business extension plans, a splendid opportunity.

Here are a few interesting facts gathered from a complete and comprehensive survey of the newspapers of Norfolk.

THE LEDGER DISPATCH during 1913 carried 357,684 inches of distinctively local (Norfolk) advertising in its six daily issues. Its only competitor in its daily carried from the same territory 161,629 inches, and in its Sunday 135,078 inches, THE LEDGER DISPATCH carrying 60,977 inches more in its six daily issues than its competitor in daily and Sunday combined.

THE LEDGER DISPATCH (six days) carried 60,684 inches of foreign against a total of 48,798 by its competitor in both daily and Sunday.

THE LEDGER DISPATCH during the year carried 496,594 inches against a total daily and Sunday of 425,668 inches by its competitor, a total lead of 70,926 inches, or 992,964 agate lines, nearly a million.

May we have an opportunity to tell you more about Norfolk, Va., and its splendid afternoon newspaper?

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



20 Advertising Men

enjoyed themselves last summer at Oakland Gardens, Rye, N. Y., where I built the nicest little summer bungalows that can be found near New York City. They are five minutes' walk from the finest beach in Westchester County, seven minutes walk from the trolley, and it is only forty minutes from Grand Central station to Rye station. I have a furnished bungalow with seven rooms and bath and a garage for two cars for sale or rent. It is on a corner plot and has sixty feet of frontage on the main street, $500 down and the balance in installments; price $4400; also one of five rooms and bath; a two-story house, and plots ranging from $900 to $1100 on which you can build. Let me show you what a good investment a bungalow is—the profit on your investment is exceptionally high. If you want a summer's fun, you can get it here and at moderate cost. I would like to show you some of the photographs I took last season. We have our own tennis court, the Apawamis Golf Club is near the station and we are just a mile from the American Yacht Club. The advertising men who spent the summer here are our best recommendation. One of them has bought a lot and is building his own bungalow. There is no reason why more of us should not have good times at Oakland Gardens. If you are interested in buying, renting or building a bungalow in Rye, will you write to me in care of TOWN & COUNTRY?

JOHN H. LIVINGSTON, Jr.,
389 Fifth Ave., New York City.



he can use to best advantage the live and virile open-minded circulations of publications read by people who aren't satisfied with things just as they are "just because they are."

And, incidentally, had the business interests affected by the sale of his product been liberal advertisers and strongly organized, and had they taken as sharp an attitude in the matter of "do what pleases us or do without our advertising," and had the publications been as susceptible to this influence as he would like to have them be susceptible to outside influences now, it is quite possible that he would not have been able to make the great and quick success he did make.

MEDIUMS AND BASEBALL

I'm sometimes reminded of this attitude of some advertisers that the publication which it "hires" must do exactly their way, when I go to a baseball game and sit within vocal range of some chap who spent his fifty cents to see that game, and feels outraged when McGraw takes out a pitcher which said fan likes, even if said pitcher is being hammered all over the lot.

The advertiser doesn't by buying space buy stock in the control of a publication. What he buys is the opportunity to tell the story of his goods in the particular thousands of homes or offices into which the publication introduces him. If the editorial contents tend to make the homes where it has entrée not the kind of homes he wants to be introduced in—well and good. People who don't like me don't let me come around and bring my friends; and folks who want to "get to" these people don't ask me to introduce them to anybody.

But if those homes are homes of good prospects for the advertiser's goods, and if the introduction is one that asks and gets a welcome for him and his goods—why, I can't for the life of me see what the publication's views on sunshine societies or the direct election of senators has to do with it. Seriously now—do you?

An All-Arkansas Ad Club

The Advertisers' Club of Little Rock, Ark., was organized Friday, January 16.

Many lines of business were represented at the meeting and the following officers were elected for one year: S. M. Brooks, of the S. M. Brooks Advertising Agency, Little Rock, Ark., and Shreveport, La., president; Waring Sherwood, manager Co-operative Agency, Little Rock, Ark.; vice-president, W. L. Jukes, advertising manager for Chas. S. Stifft Jewelry Company, second vice-president; Levings Sandford, proprietor, Sandford Office Supply Company, treasurer; Arthur C. Wilson, advertising manager, Sandfeur-Julian Company, secretary.

The club will be composed of advertising men from all lines of business in Arkansas. Application for membership in the Associated Advertising Clubs of America will be made soon.

Laundry Journal Launched in West

Albert G. Stamm, a former St. Paul newspaper man, and more recently connected with Seattle trade journals, has started the *Pacific Laundryman*, a monthly publication to feature Western laundry news.

The R. J. Bidwell Company, Pacific Coast representative of newspapers, has added the St. Louis *Globe-Democrat* and the Kansas City *Star* to its list.

What the Auditor of the

American Newspaper Annual and Directory

(Published by N. W. Ayer & Son)

Says about the

Southern Ruralist

THE SOUTH'S FOREMOST FARM PAPER

"I am bound to give you an exceptionally clean bill of health."

"You certainly make a fine showing in the paid-up state of your subscription list and the splendid conditions in your circulation department."

"It is no more than fair to state the fact that *no other Agricultural Periodical in the Entire South* has opened up their books and submitted to this investigation and audit, *during the past two years.*"

"Your December circulation, *after excluding* all Dealers, Specials, Service and Sample Copies, showed a *net cash paid total of* 211,560."

"An ideal condition of affairs is indicated in the fact that there was *steady growth* throughout the period covered by the audit."

"Your guarantee to advertisers is *fully sustained* in the fact that the average for the period from August to December was 201,499 *Net Cash Paid.*"

"It was shown that you discontinue all subscriptions promptly on expiration."

Our February 1st issue contained twenty-five solid pages of display advertising and our clients received a clean-paid-up-circulation of 225,586 copies at a cost of only 75c a line.

Business is good in the South. Get your share.

SOUTHERN RURALIST COMPANY

ATLANTA, GEORGIA

CHICAGO OFFICE:	ST. LOUIS OFFICE:	NEW YORK OFFICE:
J. C. Billingslea	*A. D. McKinney*	*A. H. Billingslea*
119 W. Madison St.	**3rd National Bank Bldg.**	**1 Madison Avenue**

Progress of Advertisers Who Must Be Cautious to Win

By Edwin Bird Wilson

Mgr. Adv. Dept., Bankers Trust Company, New York, and President, Bank Publicity Association, N. Y.

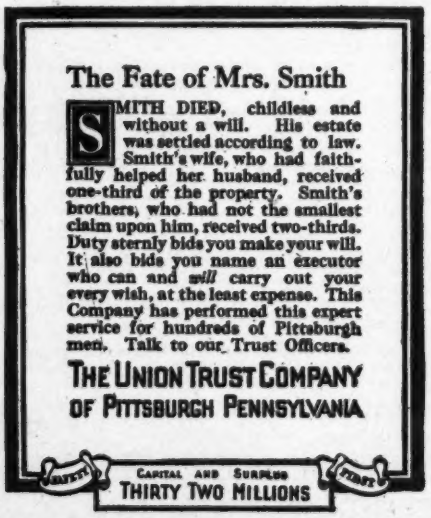
ADVERTISING experts, so self-styled, have criticised severely the advertising efforts of bankers. They have laughed to scorn what they call unscientific methods, ridiculed the copy and concluded that the bankers do not know the first principles of advertising.

My personal observation has convinced me that most of these criticising "experts" are long on theoretical advice but short on practical suggestions, and that if their wildcat theories were put into actual practice there would result a sorrowfully long list of bank wrecks.

These volunteer advisers to the banking fraternity overlook certain very important facts. They say there is no difference between financial advertising and commercial advertising; both are the same in principle and similar methods should be used. They forget to reckon with the attitude of the public mind toward banks—the great psychological factor.

A STATEMENT OF THE PECULIAR DIFFICULTIES

Men are peculiarly sensitive in regard to their financial business. At the same time they are hard to influence in regard to it. A man who would give only a passing thought to the selection of this or that make of automobile will ponder long on the question of what bank he shall deal with. It would seem that the average man is more conservative about the *care* of his money than about the *spending* of it. He is harder to influence in regard to the more or less abstract forms of his wealth—bank balances, stock certificates, bonds, etc.—than in regard to real estate, furniture, motor cars, clothes and millinery. The man who will smile approval on a diamond worn by his real estate agent will frown upon a similar extravagance on the part of his banker. "My banker must be conservative. Let my lawyer, doctor, grocer, or tailor be a sport if any of them will, but my banker must be a solid, se-



HERE AND THERE FINANCIAL HOUSES ARE MAKING PRUDENT USE OF "HUMAN INTEREST" WITH NO DISASTROUS RESULTS



Written by a Purchasing Agent

The Boss is Proud of His Business

and the treasurer is proud of his bank balance. The more I pay for office stationery the better pleased is the boss, but it's another matter to explain to the treasurer form letters on high priced bond.

I fooled them both. "How do you like our new letterhead?" says I to the boss, handing him a fine crackly sheet. "Splendid," he said. "Stick to it."

"Um!" said the treasurer dubiously. "Looks like pretty expensive paper to me. Better use it sparingly."

The new letterhead was on Hammermill Bond and cost less than 9c. a pound.

I now use Hammermill Bond for everything—letterheads, office and factory forms, price lists, etc. It's economical but is so durable, clear of finish and "quality" in feel that the boss is proud to sign a letter on it.

What's more, Hammermill is watermarked. The man who made this paper seems to say to me: "Not only this year, but next year and every year thereafter, I will make this paper the same in materials, the same in quality, and the same in all things whatsoever. In no way will I cheapen this paper on which I have set this my mark."

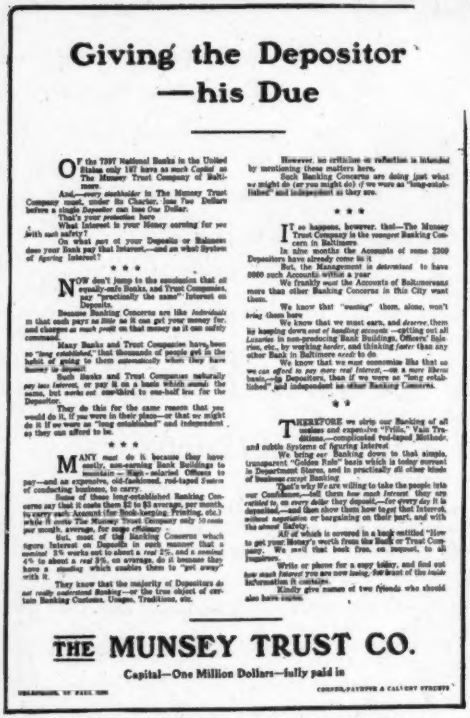
Yours faithfully,
A Purchasing Agent.

I advise you to send for this new book, "The Signal System."

Hammermill Bond can now be obtained in tablet form. Choice of six popular sizes, three finishes, Ripple, Linen and Vellum. Can be purchased in any stationery store.

HAMMERMILL PAPER CO., Erie, Pa.

Makers of Hammermill Bond



Giving the Depositor —his Due

OF the 7397 National Banks in the United States only 167 have as much Capital as The Munsey Trust Company of Baltimore.

And,—every stockholder in The Munsey Trust Company must, under its Charter, issue Two Dollars before a single Depositor can issue One Dollar.

That's your protection here

What interest is your Money earning for you with such safety?

On what part of your Deposits or Balances does your Bank pay that Interest,—and on what System of figuring Interest?

* * *

NOW don't jump to the conclusion that all equally-safe Banks, and Trust Companies, pay "practically the same" Interest on Deposits.

Because Banking Concerns are like *Individuals* in that each pays as little as it can get your money for, and charges as much profit on that money as it can safely command.

Many Banks and Trust Companies have been so "long established," that thousands of people get in the habit of going to them automatically when they have Money to deposit.

Such Banks and Trust Companies naturally pay less Interest, or pay it on a basis which annuls the same, but works out one-third to one-half less for the Depositor.

They do this for the same reason that you would do it, if you were in their place—or that we might do it if we were as "long established" and independent as they can afford to be.

* * *

MANY must do it because they have costly, sun-earning Bank Buildings to maintain — High - salaried Officers to pay—and an expensive, old-fashioned, rod-taped System of conducting business, to carry.

Some of these long-established Banking Concerns pay that it costs them $2 to $3 average, per month, to carry each Account (for Book-keeping, Printing, etc.) while it costs The Munsey Trust Company only 10 cents per month, average, for same efficiency.

But, most of the Banking Concerns which figure Interest on Deposits in such manner that a nominal 3% works out to about a *real* 2%, and a *nominal* 4% to about a *real* 3%, on average, do it because they have a *standing* which enables them to "get away" with it.

They know that the majority of Depositors *do not really understand Banking*—or the true object of certain Banking Customs, Usages, Traditions, etc.

However, no criticism or reflection is intended by mentioning these matters here.

Such Banking Concerns are doing just what we might do (or you might do) if we were as "long-established" and independent as they are.

* * *

IT so happens, however, that—The Munsey Trust Company is the youngest Banking Concern in Baltimore.

In nine months the Accounts of some 2200 Depositors have already come to it.

But, the Management is determined to have 6000 such Accounts within a year.

We frankly want the Accounts of Businessmen more than other Banking Concerns in this City want them.

We know that "wanting" them, alone, won't bring them here.

We know that we must earn, and *deserve*, them by keeping down *cost of handling accounts*—cutting out all *Luxuries* in non-producing Bank Buildings, Officers' Salaries, etc., by working *harder*, and thinking *faster* than any other Bank in Baltimore needs to do.

We know that we must economize like that so *we can afford to pay more real Interest*,—on a more liberal basis,—to Depositors, than if we were as "long established" and independent as other Banking Concerns.

* *

THEREFORE we strip our Banking of all useless and expensive "Frills," Vain Traditions,—complicated red-taped Methods, and subtle Systems of figuring Interest.

We bring our Banking down to that simple, transparent "Golden Rule" basis which is today current in Department Stores, and in practically all other kinds of business except Banking.

That's why We are willing to take the people into our Confidence,—tell them *how much Interest* they are entitled to, on every dollar they deposit,—for every day it is deposited,—and then show them how to get that Interest, *without* negotiation or bargaining on their part, and with the utmost Safety.

All of which is covered in a book entitled "How to get your Money's worth from the Bank or Trust Company. We mail that book free, on request, to all inquirers.

Write or phone for a copy today, and find out *how much Interest you are now losing*, for want of the inside information it contains.

Kindly give names of two friends who should also have copies.

THE MUNSEY TRUST CO.

Capital—One Million Dollars—fully paid in

FORCEFUL LARGE-SPACE COPY IN NEWSPAPERS

date man"—that about represents the feeling of the average business man toward bankers.

Another factor that must be reckoned with is the attitude of suspicion toward bankers on the part of large numbers of people, especially those who are not familiar with modern business methods, and do not understand the importance of the work which bankers are doing in the economy of modern business. "Why does the bank want to get my money?" is the suspicious question likely to arise in the minds of the uninformed.

The banker who proposes to advertise his business is confronted, not only with the peculiar mental attitude of the public toward his business but also by the very important fact that exploiters of the public have used advertising methods to launch their fake financial schemes and that advertising consequently bears the stigma of the fakir. High-grade security dealers are so sensitive in this situation that they hesitate even to use an illustration in advertising the issues which they wish to sell. They fear that that part of the public which has been once "stung" by the attractive advertisement of some fake "security," would be frightened away by an "unattractive" announcement of a legitimate, safe investment.

INFLUENCE OF ADVERTISING BY FAKIRS

A great step will have been taken when the press universally protects legitimate financial houses by refusing the business of the fakirs. Then shall we see better copy offered by the honest houses. It is significant of the trend of thought on this subject that the chairman of the vigilance committee of the national advertising clubs is connected with one of the most favorably-known bond houses.

Every banker knows that his business is built upon confidence. The confidence of the public is a greater asset to the banker than his money resources, no matter how large they appear on his report of condition. The banker realizes that the confidence which he has been building by years of patient work and honorable deal-

ing is of delicate material, and instances are not wanting of its being destroyed over-night by some malicious rumor or business blunder.

The financial advertising man's problem, therefore, is a difficult one. He must steer his boat so as to avoid on the one hand the rocks of public suspicion, and on the other hand the whirlpool of fake financial methods. At the same time he must go forward with such energy, directness and progress as to inspire trust and confidence.

Oftentimes in trying to write bank advertising copy I have felt as though I were not even in a boat, but walking a tight-rope over Niagara, requiring my utmost skill in the use of the balance-pole.

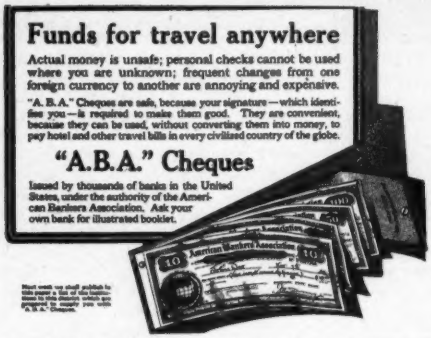
Many bankers in the face of these difficulties fall back upon the much-maligned bank advertising card—conventional statement of name, capital, surplus, officers, directors, etc.—which gives the average advertising man an attack of *mal de mer*.

We shall not attempt to defend that kind of advertising which relies upon the mere business card published once in so often in the local paper. It is a relic of the old school idea that banking is a profession, and that it is unethical for a member of a profession to advertise, albeit it may be permissible to publish his card. But really, the all-alike cards of the banks and trust companies have had a valuable part in the development of financial advertising. They have done the pioneer work, laid the foundation, blazed the trail; have tided over the period of evolution of banking into a business out of a profession.

It has taken the bankers a while to realize fully that they must take an active part in the business of the community, that they are business men rather than professional men. Your most modern banker is a very up-to-date business man, of much broader gauge than the average; he has to be conversant with many lines of industry and commerce, and have a broad view.

COLLIN ARMSTRONG
INCORPORATED
Advertising & Sales Service
115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.



ONE OF A STRONG AND SUCCESSFUL SERIES OF NEWSPAPER ADS

This being so, he has realized the importance of advertising his *banking* business, because that business is very highly a competitive one. (There are more than twenty-five thousand banks in the United States, each striving for at least its share of legitimate business.) So the banker resorts to publishing his card, because he still has a trace of that deep-rooted feeling of the professional man that it is unethical to advertise in a commercial sense, and because also he knows the mental attitude of the public, and fears that he may lose the public confidence if he advertises the way other lines of business do. Therefore during the period of readjustment the banker has effected a sort of compromise. While admitting the necessity and desirability of advertising his business, he has yet hesitated to ask frankly for business by straightforward talk to the public.

But gradually a change is taking place. The banker will be ready for the change just as soon as the public is ready for it. As the attitude of the public is modified you will see a gradual development toward commercial methods in the advertising of banks.

EVIDENCES OF A WIDE-SPREAD CHANGE

There are growing evidences of this change on the part of both the public and the banker. Those having use for banking institutions have become so familiar with modern advertising methods in every other line that it is beginning to seem natural to find a bank using such methods. The



THE BANKER NOWADAYS EVEN VENTURES TO CRACK A JOKE. NOTE THE ILLUSTRATED PUN IN THIS MAGAZINE COPY

Comfort in Your Office—You Can Get It!

YOU CAN get Elevator Service that's quick, silent, systematic. High grade (white) operators. No tips. No delays. Courtesy.

You *can* get Janitor Service that features cleanliness. No hold-ups. No unnecessary talk.

You *can* get plenty of sunlight.

You *can* get sufficient heat in Winter and plenty of fresh air at all times.

You *can* get a Landlord that will treat fairly with you on all things always.

You *can* get Comfort.

If this is what you want we suggest your looking at space in the

CUYLER BUILDING

116-120 West 32nd Street, N. Y.

Space ranging from 476 to 10,200 net usable square feet on a floor.

PULLMAN BUILDING

17 Madison Avenue, N. Y.

Offices from 154 to 1676 net usable square feet on a floor. Unusually attractive, small building with permanent side light overlooking Dr. Parkhurst's Church on Madison Square.

BURRELL BUILDING

171 Madison Avenue, N. E. Corner 33rd Street

An office building of the highest class. Opened January 1st, 1914. 276 to 3800 net usable square feet on a floor.

Loton H. Slawson Company

17 Madison Ave., N. Y. Telephone 8680 Mad. Square

ADVERTISING SOLICITOR

¶ Having recently enlarged our organization in order to handle an increasing volume of business, we are in a position to make a liberal commission arrangement with another high-class solicitor.

¶ He must be able to show a clean record, and the business that he brings in must be clean and of unquestionable credit.

¶ Conference by appointment.

HUGH McATAMNEY COMPANY
WOOLWORTH BUILDING
NEW YORK

ARE YOU AWARE THAT OVER 100,000 PROSPEROUS FARMERS OF TENNESSEE, KENTUCKY

and adjacent Southeastern States —with their money from crops which rank high in value—are waiting to read your sales-story in their favorite paper?

These farmers are wide-awake and ready to buy modern implements, merchandise or other conveniences for their farms and homes. They welcome the *semi-monthly* visits of the

SOUTHERN AGRICULTURIST

An introduction to them through its pages will add prestige to your announcement.

Exceeding 100,000 paid in advance subscribers *guaranteed*. Rate 50c per line. Write for "Statement to Advertisers."

Southern Agriculturist
Nashville, Tenn.

banker, being a business man, perhaps actually engaged in manufacturing and merchandising, is asking why he should not apply the same principles to his banking business as to other lines of business. Thus the change is coming about.

The kind of advertising a banking institution does depends largely also upon what it has to advertise. Banks and trust companies are specializing, and some banks have more tangible, definable services to offer and advertise than others. A few years ago all banks looked alike. They were simply banks, and no one of them had much to offer that every other one could not offer. Now, by reason of the specializing, particularly in large cities, almost every institution can find some one thing to emphasize in its advertising.

Since confidence is the greatest asset of the banker, it inevitably follows that the advertising of a bank must be such as to inspire confidence. It were better to err on the side of conservatism than on the side of sensationalism.

One who has had a good opportunity to observe what is being done in an advertising way by many banking institutions throughout the country is impressed with the fact that the banking fraternity as a whole is thoroughly alive to the importance of bank advertising. The bankers are evidently willing to spend much money for publicity. Also, what is more hopeful, they are studying methods of advertising and learning to apply them to their individual requirements.

ORGANIZATION OF BANK PUBLICITY ASSOCIATION

An encouraging circumstance for the betterment of financial advertising is the formation of local clubs and associations by banking men for the study of advertising methods and the exchange of ideas. In several cities there are such organizations, a successful example being the Bankers' Ad Association of Pittsburgh, which has done much for efficiency in bank advertising in

that city. Only a few months ago there was organized the Bank Publicity Association of New York City, which is making good progress and expects to be useful to the entire banking fraternity of New York. One of the imminent things on this infant association's calendar is the holding of a series of conferences with publishers of various classes of periodicals, with a view of arriving at a better mutual understanding and a practical basis of co-operation. For example, at a meeting in January, the general subject was "How the Banking Journals and the Banks Can Co-operate," and publishers of leading banking journals and members of the Bank Publicity Association spoke on such sub-topics as "Special Numbers," "Circulation," "Advertising Rates," and "Editorial and News Co-operation."

An interesting matter which is coming to the front just now is "Community Advertising" by banks, that is, a sort of pooling of publicity for the good of an entire banking community. In Pittsburgh recently a full-page appeared once a week for fourteen weeks, in the Pittsburgh *Post*, the center of which was occupied by an article on some phase of trust company work, and the border of which consisted of advertisements of Pittsburgh banking institutions, chiefly trust companies. There is said to be some sentiment in New York for the raising of a fund by trust companies, to be spent in the publication of educational announcements in the local newspapers on the advantages of trust companies over individual persons acting in trusteeships. At the recent convention of the American Bankers' Association at Boston, two speeches were made before the trust company section in discussion of the question of syndicated advertising for trust companies, and those speeches have paved the way for a general discussion of the subject which is now being conducted through the forum of the *Trust Companies' Magazine*.

One sees many excellent examples of intelligent, progressive, and

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

—OKAY

—is a bright word in the Ad-Man's lexicon; but not too bright to stamp with his approval that greatest of all labor-savers in office equipment—the

Globe-Wernicke
Unifile

A compact, convenient desk-high cabinet, to take *your* papers.

Send for Pamphlet No. 283, an interesting and valuable piece of Globe-Wernicke advertising matter for all advertising men.

The Globe-Wernicke Co.
Cincinnati

Mfrs. Of Sectional Bookcases, Filing Cabinets—Stationers' Goods.

Branch stores and Local Agents almost everywhere. Where not represented, we ship freight prepaid.

Advertising Originality

The new thing in printed advertising matter is the Booklet-Calendar — original with one of our men.

It is a happy combination of the famous Business Builder Calendar and the popular envelope booklet.

It is better than the good features of a good calendar and a good booklet separately, and less costly to make. Furthermore, it is less expensive to distribute.

Undoubtedly, your story can be interestingly told in 8 pages and cover, therefore it is to your interest to send at once for a sample of the Business Builder Booklet-Calendar.

THE DANDO COMPANY
THOS. S. DANDO, *President*
34 South Third Street
Philadelphia, Pa.
Lombard 333 Main 163

An unusual opportunity for a sales manager who has had technical training, personal selling experience, some knowledge of and real appreciation of effective co-ordination of advertising and selling in building business. This job will grow fast as the man who fills it. Give particulars of technical and business experience. D. P. W., Box 145, care of PRINTERS' INK.

at the same time conservative and confidence-inspiring advertisements by banks both in large cities and small towns throughout the country. Occasionally, of course, there comes to one's notice a "horrible example."

Some of these advertisements might be pronounced excellent by advertising experts, because of their cleverness or originality, but to my mind they have no rightful place in bank publicity. Banking is a dignified business grown out of a dignified profession. Its confidential character and essential dignity demand that its representation before the public shall be of like character. Bank advertisers cannot afford to descend to the commonplace, the cheap, the grotesque. That is why it is better for a banker to err on the side of conservatism than to cheapen his institution before the world by using sensational methods of publicity.

There is considerable comment among bankers in regard to the advertisements of a rather new trust company in Washington. The copy is large and written by the vigorous pencil of John E. Kennedy, and it draws comparisons with the other banking institutions of Washington which are liable to create bad feeling among the "other fellow" bankers, that may more than offset the advantage of added pulling power which such copy is supposed to have with the public.

Certainly the banking institutions are not behind other lines in the amount of space they are using and the money they are spending, especially when one considers the small margin of profit. The banker who advertises for deposits knows that he will make a fraction of one per cent on such deposits, after he has paid interest to the depositor, overhead charges and the expenses of advertising. The manufacturer and mercantile advertisers expect to make anywhere from 25 per cent to 300 per cent on the goods they advertise. It would seem, therefore, that the banker is a little more enterprising in respect to advertising than

publicity experts have given him credit for. Banking men are willing not only to spend their money, but to use intelligent advertising methods, when once they are assured that conditions warrant such methods.

A most striking example of willingness of bankers to advertise by accepted commercial methods, when conditions warrant, is found in the advertising of the travelers cheques of the American Bankers' Association. The handling of this business is the writer's special work, and he has had a great deal of fun out of the job. It has been a pleasure to watch the development of this branch of the banking business, and to see how the bankers have grown in their advertising ideas.

CAMPAIGN FOR TRAVELERS' CHECKS

Four years ago this system of travelers' cheques was established and the first "A. B. A." cheque issued. To-day many thousands of banks are selling the cheques. About $62,000,000 of the cheques have already been redeemed by the trustee for the system (Bankers Trust Company, New York), and a majority of the issuing banks are advertising the cheques in some way. The writer's province has been to encourage the banks issuing "A. B. A." cheques to advertise them locally, and at the same time to direct the advertising which the Bankers Trust Company has been doing nationally for the cheques, through the J. Walter Thompson Agency.

For the first time in the history of banking the bankers generally have had put into their hands something which they can advertise by commercial methods, something just as tangible as a cake of Ebony Soap or a package of Shaker Oats. Heretofore the bankers have been limited, not only by the conditions previously mentioned, but also by the intangible character of the things in which they deal, for example, credit, money, exchange, etc. As evidence of a more than friendly attitude toward modern advertising methods, witness the bankers' quick grasp of the opportunity which the "A. B. A."

Among the contributors to the February issue of

PHYSICAL CULTURE

were Horace Fletcher
Elbert Hubbard
Senator B. R. Tillman
Upton Sinclair
Alfred W. McCann
Orison Swett Marden

These men are not writers of fiction. They are all men who have accomplished or are accomplishing big things in the way of needful reform.

Their contributions are educational in the fullest sense of the word. They appeal only to serious-minded and intelligent men and women.

Will your advertising story appeal to this class?

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

Trade Marks & Trade Names

SIMPLE—Pronounceable—*Suggestive* — Dominant — Impressive — Sales Impelling Trade-Marks and Trade-Names invented *to* order.

COMMON-SENSE names *and* marks that *will* do justice *to your* product *and* be a permanent source *of* Pride, Satisfaction and Profit.

MY charges *are* comparatively high —*my* names *and* marks comparatively excellent—worth many, *many* times *their* cost.

I HAVE *on* hand excellent names *and* marks *for*—a high-grade Union Underwear—Aperient Water—Pipe Tobacco. They *are* for Sale.

Reference: Ladd & Tilton Bank.

Frank A. Ryder

Trade-Marks : : Trade-Names : : Slogans
MORGAN BUILDING, PORTLAND, OREGON
Names of Worth—Marks of Merit

cheques afforded for advertising their business. Here was something that could be represented in concrete terms to the public, something that could be seen and handled, something whose advantages could be made perfectly clear.

The opportunity needed only to be pointed out to these bankers, and it has been a pleasure to see the readiness with which they have taken hold of the idea. The campaign was planned along lines analogous to an advertising and selling campaign for any manufactured product. The Bankers Trust Company, as trustee for the system, became the "wholesaler" or "distributing agent" for the cheques; the banks issuing the cheques corresponded with the "retailer," and the public was the "consumer."

The general magazines of national circulation have been used as the core of the campaign, and everything else has been regarded as supplementary to and built around the magazine advertising. Booklets, post-cards, pamphlets, etc., have been printed by the million and distributed through various agencies, chiefly through the bankers issuing "A. B. A." cheques. Extensive correspondence with the bankers has been carried on, and various suggestions have been made for increasing their business in "A. B. A." cheques by local advertising. Also electrotypes of attractive newspaper advertisements have been supplied, ready for use with the exception of setting up the bank's name in type. Thousands of these electros have been distributed, and banks in large cities, as well as in small towns, have used them in their local newspapers.

The bankers were quick to realize that the "A. B. A." cheques afforded an excuse which they had long wanted for attracting attention to their institutions. Here was a service to which human interest attached, a feature far more attractive than the dead subjects of bank deposits, loans on collateral, etc.

Gradually the interest has grown, until many banks are now using more space in the newspapers than the actual profits on their business in travelers' cheques would justify, if viewed purely from the standpoint of direct returns. They have looked at the matter broadly, and have rightly decided that in offering this special service to their customers they are attracting favorable attention to their general service. They also realize that every stranger brought to the bank by a desire to buy "A. B. A." cheques is a possible permanent customer for other lines of the bank's business.

Following out this same idea of co-operating with the trade, the Bankers Trust Company has supplied attractive street-car cards which are being used in a number of cities.

The last doubt as to the progressiveness of bankers along advertising lines ought to be dissipated by the fact that the Bankers Trust Company is supplying thousands of colored lantern slides to banks throughout the country for use between films in the "movies." The first request for a lantern slide for this purpose certainly came as a distinct surprise.

This review of conditions has brought out certain facts which I wish to reiterate for the sake of emphasis: First: American bankers have open minds on the subject of advertising. Second: The psychological attitude of the public toward banks has been an obstacle in the development of bank advertising. Third: As the public attitude is modified, bankers are modifying their methods along progressive lines. Fourth: Bankers are already doing their proportionate share of advertising, as evidenced by their liberal expenditures. Fifth: Bank advertising is passing through a gradual evolution toward commercial methods, corresponding practically with the gradual evolution of banking from a professional to a business basis. Sixth: Given a definite, tangible, advertisable commodity to handle, and the banker will use practically the same methods as the manufacturer or merchant.

Start the New Year Right

Mr. Publisher

Get More New Subscription Circulation

It doesn't profit you to merely **creep along** with a subscription list **dormant** or **dying.** There is no such thing as standing still in business. You are either **getting ready for the undertaker** or forging **ahead to greater success.** Old advertisers who have loyally stood by you and kept you out of the business morgue won't go on talking **forever** to the **same people** through **your columns.**

Live Advertisers DEMAND and WE GET Live Circulation

You owe it to **old** advertisers to give them more **new live prospects** to sell their goods to. You won't get many **new** advertisers unless you show them that your subscription list is **alive**—waste and **dying** circulation **more** than made good every little while by an ever increasing list of **new** subscribers. Postponing a thing **you ought to do** is not the way to build **more** business **this** year.

Our officers have **each** had from **five** to **twenty-two years experience** in getting subscription circulation of the **right** kind—over 85% **new** business. To start the New Year **right —write us, right away** regarding your circulation problems.

The Magazine Circulation Company

(Incorporated 1908)

327-333 South Dearborn St., Chicago, Illinois

HENRY E. SMITH, *President* — WINSLOW G. SMITH, *Vice-President* — EDGAR H. WALKER, *Sales Manager*

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra; Canadian Postage, fifty cents.

Advertising rates; Page, $60; half page, $30, quarter page, $15.00; one inch, $4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 29, 1914

Why Not Advertise the Health Department?

Following the notable example of the Chicago *Tribune*, the St. Louis *Star* has been conducting a campaign against fake advertising doctors by sending around a reporter in perfectly good health, a "friend" as witness and a supply of marked currency. All sorts of dire diagnoses are made, and treatment is accepted and paid for, to be followed by exposure. It is not altogether pleasant to reflect that work of this kind should be left to an enterprising newspaper to perform, but the worst feature of the situation is the fact that a little enterprise on the part of the public health authorities might have rendered the whole nauseous business unnecessary.

As a part of the campaign the *Star* is printing the following paragraphs:

1.—The Hospital Department of the city of St. Louis has authorization by law to make a free diagnosis of your ailment—if any actually exists—and to give you an authentic statement as to its exact nature.

2.—The Health Commissioner has authority as a servant to the taxpaying public to invite you to take advantage of the city's services in diagnosing your case and ascertaining the state of your health, without any cost to you.

Those who are in the clutches of the quacks are invited to make appointments for free examination through the office of the newspaper.

Now the question arises at once: why were not the people of St. Louis told of this before? And the answer is ready: ethics. Medical propriety does not permit the public advertisement of even a public service. The health commissioner must maintain a dignified silence except at such times as the newspapers are willing to publish his utterances as news.

With all due respect for medical ethics, and with a very clear comprehension of the difficulties in the way of advertising a reputable doctor's services, we cannot see the reasonableness of spending the public money to establish a medical service and telling the public nothing whatever about it. If an epidemic of typhoid should break out in St. Louis, we imagine the health department would be prompt enough to buy space for the purpose of telling the public to boil the drinking water. Why, then, should it be a heinous offense to publish a small ad describing the ordinary routine service of the department?

Perhaps the greatest obstacle in the way of responsible medical advertising is the fact that all medical advertising has been so long in the hands of the quacks that the public mind places in that category every doctor who advertises. That stigma would hardly attach itself to a public health department, and the health department which would advertise its services might go far towards lifting medical advertising out of the pit into which it has fallen.

Solicitations That Cancel One Another

A small manufacturer recently came to the conclusion that he was ripe for advertising and made some inquiries of a number of publications as to rates. In quoting them they suggested to the manufacturer the services of an

agency. Doubtless they dropped a word into a few other waiting ears. At any rate, before a week had rolled by, the manufacturer had heard from a good-sized section of the agency field. The last solicitor who called had this comment to make:

"About twenty agency and magazine men had called before me. They had suggested pretty nearly twenty plans, all different, for advertising this man's goods. I won't say they 'submitted' any plans, because most of the plans were simply tossed off. And the advertising men had no knowledge whatever of the business. They merely walked in off the street, looked around, and made their guesses.

"I refused to venture any opinion at all without having an opportunity to look inside the works. And the manufacturer confessed to me that that was the only word he had heard in a week that gave him any confidence in advertising. He had heard twenty different solicitations and twenty different 'snap' plans. Some of the solicitors 'knocked' each other or 'knocked' the other plans. He was thoroughly confused and discouraged. If he finally makes up his mind to advertise, I think I shall get the account. but I am not so sure he will make up his mind."

Thus the last condition of the manufacturer is worse than the first.

Who can tell the number of intending advertisers who have been choked off by such too zealous solicitation, the number of accounts lost to publishers? Not all solicitors, by any means, answer to the description given, and the better agencies have long since refused to risk their own reputations and their clients' money on offhand guesses. But there remains something to be said in constructive comment on what truly is a too frequent experience.

Old Dr. Johnson once remarked in sober jest: "Much may be made of a Scotchman if caught young." And much may be done with an advertiser if we get to him before the army of solicitors arrives. Not that the solicitors are not all right, but in order that he shall be in a condition to sift their claims and decide for himself. Because, after all, their claims will differ, and not all of them can be right in all their suggestions.

Greater conservatism, less cocksureness, less eagerness to get the order away from the other fellow, and we shall have found the way to safeguard prospective advertisers and give the able solicitors work worthy of their talents.

Getting the Consumer's View-Point One of the problems discussed at the meeting of the New York Trade Press Association, chronicled in PRINTERS' INK for January 15th was that of making technical descriptions understandable to the untechnical reader. It was discussed on that occasion from the standpoint of the editor, but in a peculiar sense it is the problem of the advertiser. Most advertising copy is an attempt to transmit knowledge from the man who understands to the man who does not understand, and the efficiency of advertising copy would be vastly increased if the attempt could be made successful in every instance.

It is not only manufacturers of highly complicated products who are confronted with this difficulty. The advertiser of any product which involves the necessity of departing from customary usage (a paper pencil, a saucepan of a new design, a new type of cigarette holder), would find his problem much simpler if it were possible to describe the goods so that every reader would instantly understand the operation of them. It looks as though it ought to be true that the man who knows most about using the goods can describe them best, but that is a bad rule to follow.

The advertising manager for a piece of rather complicated mechanism in common use by non-technical people had tried for several years to get a suitable book of instruction for the use and care of the machine. Finally he turned loose on the job an assist-

ant who had had absolutely no experience in operating the machine, and who didn't know a cam from a dash-pot. The general manager criticised the action rather sharply, and asked why such a greenhorn had been given so important a task. "Because," said the advertising manager, "he will ask every fool question that any user is likely to ask, and he'll torment everybody in the factory until he gets the answers. In a week anybody will be glad to loosen up with any information just to get rid of him, and he'll boil it all down in a book which tells *him* how to use the machine. That is precisely the sort of book the new user wants."

That happened four years ago, and the advertising manager says that the resulting book has not been improved upon since.

Of course it amounted simply to producing a book which was written from the standpoint of the user, and getting somebody with the user's view-point to do it. After all, the view-point of the consumer is the important thing. It is necessary to know what he wants to be told before the telling can be altogether successful, and therein lies one of the great advantages of the good advertising agency.

If there were any infallible rule for getting and keeping the viewpoint of the consumer, we should keep it to ourselves and start an agency right away. But we don't know of any such rule, and we don't believe there is any. It might help sometimes, however, to remember that we are talking to the man who does not understand all about it.

A Lawyer's View of the Selling End

E. A. Bancroft, general counsel of the International Harvester Company, in discussing the functions of the legal department at a recent company dinner, said:

> The law department is but an extra-inspection department. We have a general inspection department and an experimental department; but the law department—whether it will or no—constantly has to be an inspection department in regard to matters to which some member of the public objects and carries his objection into court. Then the law department has to inspect what the other departments have done.
>
> And, this is what the law department has learned on the question of selling. When is a machine well sold? Not when it is sold and the contract signed—the general manager's statement to the contrary notwithstanding. Not when the machine is delivered and the contract signed; but when *with that sale you have laid the foundation for another.*

A good many sales and advertising managers are accustomed to regard the legal department as widely separate from their sphere of activity, and we have known some who felt that criticism by the company's lawyers was a species of impertinent meddling. Mr. Bancroft's statement shows them the way to rid themselves of such unwelcome surveillance. Let every sale be the foundation for another sale, and the company will soon lack the necessity for maintaining a corps of lawyers on the payroll.

Few advertising men realize, we think, what a large proportion of a concern's dealings with the courts originates in the selling end of the business. Unfair competition, breaches of contract, unfulfilled guarantees, repossession of goods by replevin, are all fruitful sources of litigation, and all are chiefly due to sales which are not well made. A great deal of the litigation over alleged patent infringement is traceable to sales and advertising methods. Remove that, and few concerns if any would need to maintain a legal department of their very own to deal with patent cases.

In brief, Mr. Bancroft has supplied an excellent recipe for doing away with his own job. He illustrates it in picturesque fashion with a quotation from Travis, the golf-player, who says: "When I am hitting the ball I am not thinking half so much how far I will drive it as I am as to where it will lie for the next shot." That, says Mr. Bancroft, should be the rule for every man in the organization.

The Waltham Watch Company, says the *Boston News Bureau*, has appealed to Supreme Court from decision of New York federal court that its contract fixing resale prices of watches violates Sherman law.

Will That Proper Number Be Strictly Proper?

Really we haven't the slightest idea. We are just as curious as yourself, but you are perfectly safe in believing it will not be rejected for postal delivery; LIFE never exceeds the limits of propriety.

It will be dated March 5th and circulation will just about double LIFE'S regular circulation, which is far in excess of 200,000 per week.

While we do not recommend special numbers for advertisers—our Christmas and Easter 25c. numbers excepted—we do urge the use of the Proper Number. It is more than a "special" in name; it is a "double circulation value" number at regular advertising rate.

All copy at LIFE'S headquarters February 10th for proofs; 12th no proofs.

Avoid regrets—do the proper thing and order space now.

LIFE'S, Advertising Manager, 31st Street West No. 17, New York
B. F. PROVANDIE, Western Mgr., Marquette Bldg. No. 1537, Chicago

How Insurance Agency Broke All Records in December

Special Holiday Campaign in the Newspapers Brings Flood of Business — Agency Has Been Steady Advertiser for Twenty Years—Liberal Treatment of Competing Companies

WHILE rumors are arising and spreading every now and then that one or more of the "Big Four" life insurance companies "are going to advertise," some of those companies' active workers in the field are going ahead and doing it.

Of course, these little field campaigns sometimes lack the high finish a professional advertising worker could give them. One recent campaign in the South, particularly, undertaken co-operatively by representatives of several companies, was exceedingly amateurish, with comic cartoons illustrating serious arguments, and other crude departures from the practices of our very best advertising circles. But they all are significant, because they show that the spirit of the times is permeating the rank and file of the old-line organizations.

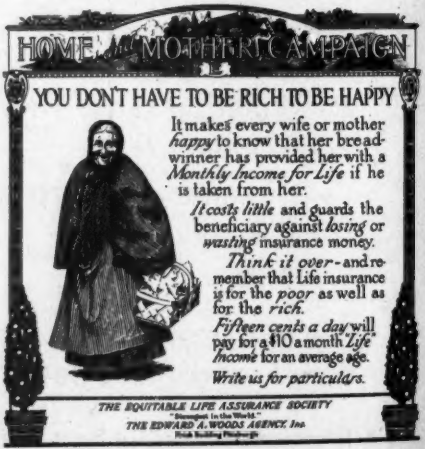
Gratifying results are reported by one of the Equitable Life's agents—the Edward A. Woods Agency, Inc., of Pittsburgh. In reply to a query from PRINTERS' INK, prompted by one of its advertisements, the Woods Agency gives these interesting facts about its advertising:

"Relative to our advertising campaign, of which the ad entitled 'You don't have to be rich to be happy' was a part: This was a two months' campaign that we ran during November and December, 1913, as a special drive for 'Life Incomes' for women, as the management of this agency is very strong in its conviction that it is the best kind of insurance for women.

"In our business, we cannot trace *direct* results to our advertising, because life insurance is the last thing in the world that people will buy like an article of clothing or food, it having been demonstrated over and over again that the life insurance agent is a necessity, and that without him people will not buy life insurance. This being the fact, one cannot trace direct results to life insurance ad-



SOLD NOT ONLY EQUITABLE POLICIES BUT OTHERS ALSO



THE SOLICITORS CASHED IN HEAVILY ON THIS HOLIDAY COPY

vertising. This agency has advertised in the Pittsburgh dailies year in and year out for almost twenty years, and to our advertising we attribute much of the success of this agency. We know that it is because of our advertising that it is easier to sell Equitable insurance in this district, which through advertising and other means has been cultivated for the Equitable, than for any other company. There is no doubt in the world that our solicitors have had their



A STRIKING DISPLAY THAT TELLS ITS OWN STORY

work made easier for them because of our advertising, because in this field it is unnecessary for Equitable solicitors to talk 'company.'

NO SLURS ON OTHER COMPANIES

"Our advertising is unique, we believe, in that we never issued a competitive or a comparative ad. We do not advertise the Equitable; *we advertise life insurance.* We have been told by representatives of every company in this district that other companies do not have to advertise here; we advertise for them. And time and time again we have had agents of other companies tell us that on a particular ad of ours (naming it) they wrote a good-sized policy.

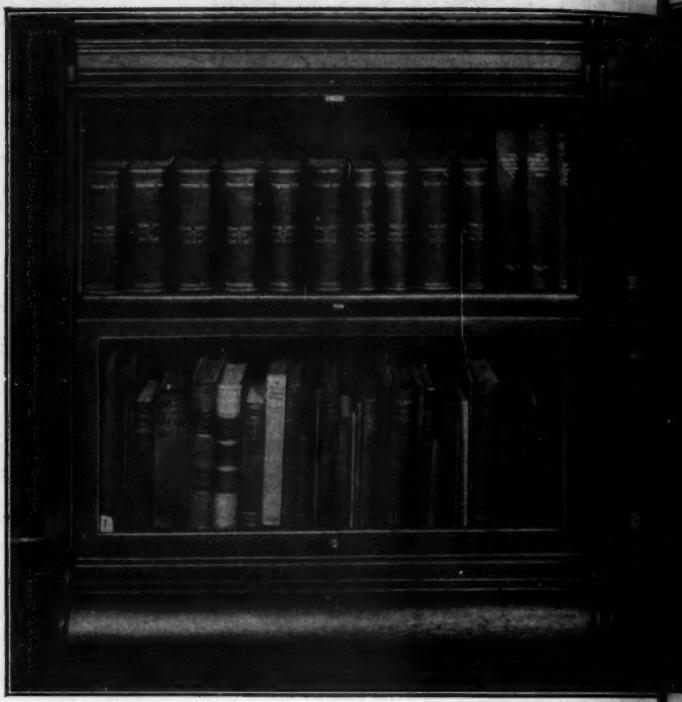
"We never concentrated on a plan for as long a time as we did in this 'Home and Mother' campaign, and we never had so successful a campaign. In December, for instance, we wrote a larger number of people for life insurance than in any other single month in the agency's history, and we never received so many comments upon any advertising we ever did as upon this particular series.

"Our general advertising is a three-inch single-column ad with a big paragraph mark at the top. This we have used for years, and it identifies our ads, which are all run in practically the same way; that is, we make no attempt at display. During November and December we doubled the size of our ads and used a heading, 'You Don't Have to Be Rich to Be Happy' (reproduced here). We ran three large ads once as special Christmas ads. These large Christmas ads we have been running each year for several years, and have the public in our district now educated up to Life Incomes for Christmas Gifts, so that every year from now on we will make more and more of this class of sales. Our general advertising is run three times a week in practically all of the Pittsburgh English dailies, and we change the ad three times a week."

New York Merchants Elect Directors

The Merchants' Association of New York has re-elected the following directors to serve three years:

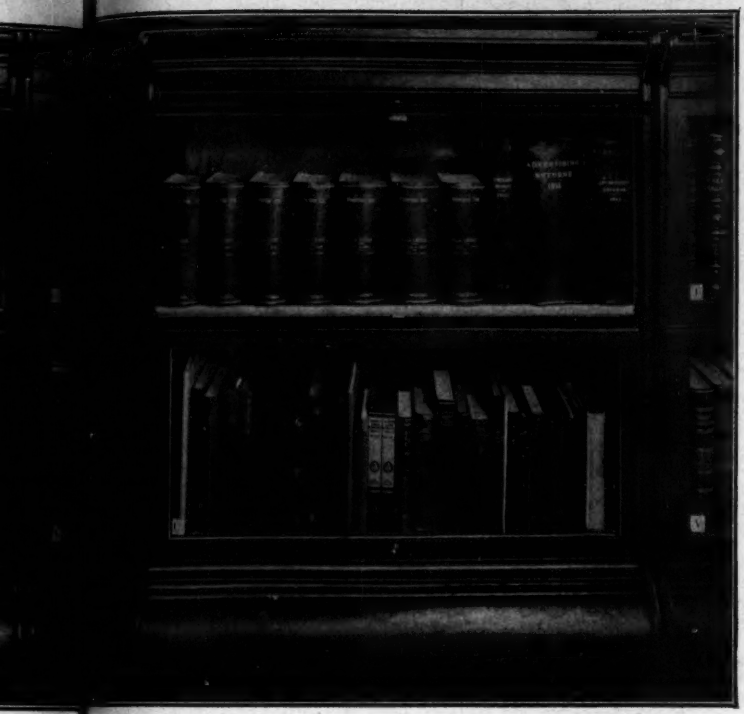
Frank R. Chambers, president of Rogers Peet Company; William F. Morgan, president of the Brooklyn Bridge Freezing and Cold Storage Company; J. Crawford McCreery, of The James McCreery Realty Corporation; G. W. Neville, of Weld & Neville; L. E. Pierson, president of Austin, Nichols & Co.; Gustav Vintschger, president of the Markt & Hammacher Company; Silas D. Webb, president of the China and Japan Trading Company, and William R. Willcox.



Famous Advertising Offices—

That the advertising department of the Burroughs Adding Machine Company believes thoroughly in the doctrine of efficiency it is preaching to business men is evidenced by the above photographs. Prominent among the business books and records in its library are to be seen a several years' file of PRINTERS' INK ready for immediate service. The Burroughs Adding Machine Company is but one of the many advertisers who find a bound file of the Little Schoolmaster a time and money saving investment.

Printers' Ink Publishing Company



The Burroughs Adding Machine Co.

PRINTERS' INK urges those among its readers who are planning to order 1914 sets of bound volumes to do so immediately. The extent of the year's supply is of necessity decided upon before the first week's issue, and subscribers ordering now will run no chance of disappointment. Issued in four quarters—$8.00 the complete set, post paid.

2 West 31st Street, New York

The Little Schoolmaster's Classroom

A CLASS publication not overly eager to reveal the character or quantity of its circulation tells the Schoolmaster that a reaction is coming in advertising copy—that the advertising characterized by news features and selling points and definite arguments is going to give way largely after a while to smaller advertisements that in a "dignified way" merely announce the business. The Schoolmaster thoroughly agrees that the quiet standing card that the advertiser paid for regularly but never bothered himself about was a very nice thing for a certain class of publications that got very little attention from their "readers," or supposed readers. Advertising is undoubtedly tending toward earnest, sincere statement as opposed to the old brass-band style. But no one who sits down and calculates the average time spent by a reader on a publication, the number of advertisements in the periodical that are striving for attention, and who gets even an approximate idea of the relative chance of one advertisement to secure a reading will likely contend seriously for the style of copy that does not play up interesting features.

Advertising is business news, and business news must be told interestingly whether by word of mouth or by printed word and picture. We know how the mere order taker stands with the creative salesman; so do the older forms of advertising compare with the more modern style.

* * *

"Mr. —— does what we tell him to do and turns in some good work," said the head of a good-sized copy staff recently, "but he doesn't measure up to the full possibilities of the job. He never comes to me and says 'Let's do this' or 'Why wouldn't this be a good plan?' And that is what a man has to do to earn a good salary with us." This copy shop is no exception to the rule, either.

"I know agency men," says an aggressive man of the new school, "who take it very seriously when a client makes a kick about something. They get up in the air and see the account slipping away from them. I don't. I think of the way I work with my engraver. I raise a good row with him every now and then about something that is not what it ought to be, but he gives me too good service on the whole for me to think about cutting him off. And I imagine that is the way with advertisers in their dealings with agencies. When you give them good, thorough, honest service on the whole, you are playing safe and certainly ought to enjoy your sleep every night."

* * * *

He was a man of strong record. There couldn't be any question about his ability. His fitness for the new job was so well recognized that negotiations were conducted very quietly in order to get him interested. It was not a position that the capitalists wanted to start gossip about. The negotiations were successful. The advertising man of distinctive experience was secured for two years on a liberal salary with a commission bonus. Then it all began to happen. Several directors wanted to direct the advertising policy. With three men to suit, and denied authority to buy a box of lead pencils or a supply of letterheads without the approval of one of these superiors, the advertising manager fretted. Energy that should have been kept care-free for new ideas was sapped by petty annoyances and exasperating supervision. There is no need to relate the result. In less than a year the campaign simmered down to a hardly respectable fizzle, and the high-salaried man told the nagging directors to take their darned contract and do what they pleased with it. Only he didn't say darned.

The Wausau Daily Record-Herald

A Clean Newspaper

The WAUSAU DAILY RECORD - HERALD does not accept the following classes of advertising:

1. Objectionable patent medicines.
2. Fortune tellers, palmists, clairvoyants, etc.
3. Fake sales, piano contests, etc.
4. Transient fire, auction and bankrupt sales.
5. Mining, oil and land company stocks, or other doubtful financial offerings.
6. Attacks of a personal nature by one advertiser upon another.
7. Loan sharks.
8. Traveling doctors.

The WAUSAU DAILY RECORD-HERALD is a clean newspaper, one which you may take to your home and allow it to be read by every member of your family.

Advertisers who are admitted to its columns will have the benefit of being in good company.

THE RECORD-HERALD CO., Wausau, Wis.

J. L. STURTEVANT, Publisher

REPRESENTATIVES:

NEW YORK—M. C. Watson, 286 Fifth Ave. CHICAGO—A. W. Allen, 919 Advertising Bldg.

Go Where the Money Is

SOUTHERN CALIFORNIA

is the Winter Garden of America, and Los Angeles the radiating center of business activity; a great field for big merchandising operations.

We are the first to recover from the present general business depression, probably because we experienced such a mild attack. Anyway, we have started the new year in a manner that will break all records for growth and prosperity on the Pacific Coast.

Opportunities for big business are plentiful and waiting for the man who insists upon recognition of his goods and advertises the merits of them through our one accepted Western medium.

OUTDOOR ADVERTISING IN AN OUTDOOR CLIMATE FOR OUTDOOR PEOPLE.

Thos. H. B. Varney.

"The Big Out-of-Doors"



"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

ASSOCIATED MED. PUBLISHERS
S. D. CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. MCTIGHE, Eastern Representative,
286 Fifth Avenue, New York.

AD-TIP

No. 19 A Little Testimonial

A high-grade ginger ale (name on request) has advertised exclusively through Journal columns to the people of Elizabeth and Union County, New Jersey, for two years. The first year the sales in this zone were THREE *carloads*—the second EIGHT *carloads*.

Elizabeth celebrates its 250th Birthday in September, and the Journal its 135th Anniversary.

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal
ELIZABETH, NEW JERSEY
Population 80,000
F. R. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

Lincoln Freie Presse
LINCOLN, NEB.
Actual Average Circulation 125,667
Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

I WANT TO SIT NEXT TO A "BIG" ADVERTISING MAN

I know enough *now* to pay my way with the "Big" man while growing.

For 2½ years I have been Advertising Manager of the most aggressive organization in the world in its line. Have a thorough knowledge of printing plates copy and the preparation of catalogs, booklets, etc.

I was trained at both Technical and Commercial Colleges and can refer to leading men in my industry for proofs of "being there." Address, "G. C.," Box 144, care Printers' Ink.

"You hear a good deal about the advantages of a single-discount policy," said the manager of a concern selling a specialty widely known in the drug trade, "and it is most of it true. But one of the biggest advantages of all to the manufacturer who follows it, is seldom mentioned.

"There are just exactly two discounts on our goods—one applying to purchases in less than five-gross lots, and a slightly larger discount on quantities of five gross or more. There is never any question as to the price of the goods. The salesman doesn't have to carry a lot of complicated schedules in his head, and isn't obliged to write in here every little while for decisions and adjustments. Furthermore, we don't have to employ a force of clerks to figure allowances.

"Not only does the policy save money in clerk hire, but it also saves a vast quantity of mistakes and disputes. You would be surprised at the falling off in complaints when we put the system into practice. Clerks make mistakes—perfectly pardonable mistakes oftentimes—which frequently lose good customers and sometimes get into the courts. First thing you know, you are hiring a force of employees to check the work of the rest, and the result is a great big organization which keeps busy all the time and *looks* efficient, but really is nothing of the kind. We are actually handling with half a dozen people a larger volume of business than some of our competitors can

RESORT SOLICITOR WANTED

ONE of the leading advertising agencies, with offices in America and abroad, requires the services of a solicitor who is thoroughly familiar with resort and travel advertising. An unusual opportunity for the right man. Address A.S.W. Box 143, care Printers' Ink, New York.

take care of with three times the number."

* * *

Have you noticed of late an increase of attention paid to the corner coupon? The amount of information which a prospect can be persuaded to give on a coupon is amazing to the man who has never tried to secure more than a mere name and address. A business man who is interested enough to fill out a coupon at all will frequently be willing to give facts, and even figures, about his business if the opportunity to do so is clearly indicated. Many concerns secure valuable information in this way from the first inquiry, and are able to proceed with a more or less definite knowledge of the prospect's requirements. It is chiefly necessary, of course, to give some rational excuse for wanting the information, and to avoid the appearance of mere impudence. The belief that men and women will not give information about themselves is in the same class with the superstition that "nobody will read a long ad."

* * *

After all, there is nothing which will take the place of tact, which is merely the skilful putting of one's self in the other fellow's place without seeming to do so. As a shining example of it, the Schoolmaster submits the following piece of copy:

"Is your hair as beautiful and healthy as it ought to be? If anything in the world will improve it, it is a daily massage with Ed Pinaud's Eau de Quinine."

The very dullest member of the class ought to be able to suggest offhand at least half a dozen ways to spoil it without altering the sense.

Hopper, New Advertising Manager of Middle West Chain

A. Raymond Hopper, who has been assistant advertising manager of Levy & Nathan, Inc., a New York concern operating a chain of thirteen retail clothing stores, has resigned and will become advertising manager of Moskin Brothers.

Moskin Brothers operate a chain of twenty-two clothing stores in the Middle West.

Wanted

Advertising Solicitors

with some active, clean accounts and who want to make more money on their billing are urged to write us in strictest confidence, stating nature of the business and approximate aggregate volume.

Agency Consolidations

Agencies who find their overhead expense excessive or lack the financial means for handling a growing business, are requested to write us, as we are prepared to submit an attractive proposal for consolidation.

We have a highly efficient working organization and ample capital. All correspondence confidential. Address

"Established Agency"
Box 146, Care Printers' Ink

"The hands on the dial are pointing forward to the hour when the wastes in distribution have got to go just as the wastes in production have been going."
—*Printers' Ink, May 29, 1913.*

"One Paper On Hand—Is Worth Three On The Highway"

Schworm OF **Mandel** N.Y.

Co-operative Clearing Exchange—Assured, Rapid Delivery and Checking Service for OUT OF TOWN NEWSPAPERS.

(Located in the "HUB" of the Agency District)
New Herald Square Building 145 West 36th St.

MR. PUBLISHER:

As the Crow Flies, your paper goes, where you most want it to—the New York City Advertising Agencies.

Our Co-operative Service saves you time, money, labor and worry. The cost is insignificant—the good accomplished through its use, incalculable.

You Need Our Service: We need your full co-operation to make our service more universal, and, therefore, more valuable—and ***at less cost, to all publishers.*** Now let's get together. Rates on application.

Ask about our *Free* Trial "Make Good" Offer.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We are

"SPECIALIZING"

on Latin-American Advertising after 12 years among them.

The Beers Advertising Agency

(of Havana, Cuba)

New York Office, 1111 Flatiron Building
Tel. Gram. 5568

Latin-American Offices
No. 37 Cuba St., Altos Havana, Cuba

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in THE BLACK DIAMOND, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

Your Booklets, Circular Letters and other advertising will be written well by us at very reasonable prices. No charge until you approve. Write for samples, terms, etc. ADRIGHT CO., 67 Converse Ave., Malden, Mass.

FOR SALE

NEW $375 UNIVERSAL FOLDING MACHINE, $187

Makes 87 folds any weight stock, 5x5 in. to 12x18 in. OFFICE SPECIALTY CO., Bourse, Phila.

GOOD GROWING WEEKLY. Circulation 1300. Well equipped plant in town of 4000. A good chance for hustler. Price $1500. Address Box Y-492, care of Printers' Ink.

HELP WANTED

EXPERIENCED MAN WANTED to take charge of the Subscription Department of technical journals. Splendid opportunity for the right man. SUBMAN, Box 465-W, care of Printers' Ink.

Printing or Litho Salesman to travel with attractive advertising proposition. Write for appointment stating experience. Box Y-505, care of Printers' Ink.

POSTED publication manager and experienced advertising salesman to develop established class journal business in Canada. Must know business from A to Z, including advertising, circulation and editorial. State past experience, references, and salary wanted. Box 502-Y, care of Printers' Ink.

I Want a Man

A man with youth—not necessarily a young man—a man with dignity—a man with human sympathy, to sell advertising service—space, plus—in New York. To start, $25.00. "M. H. B.," Box 496-Y, care of Printers' Ink.

Young man needed to develop

a small advertising department for manufacturer, forty-four years established. Must have good education and some experience in writing copy. Initial salary, $25.00 weekly. Good opening for some clean-cut, active, ambitious young man. Address Box 863, Reading, Penna.

If you are the advertising manager

of a paper in a city of from 20,000 to 35,000, and if you would like to take a chance on a "live" morning daily newspaper in a city of 300,000, where there is plenty of hard work and where you will start in given territory, address Box Y-497, care of Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad-gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing $1.25, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

OUTDOOR ADVERTISING

BALL BROS CHICAGO BULLETINS

Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. BALL BROS., 25 N. Dearborn St., Chicago, Ill.

PHOTOGRAPHIC ADVERTISING MODEL

FOR divers advertising and commercial purposes. Young advertising man specially qualified. Now available in New York City and vicinity for this work. Twelve years selling typo-litho advertising literature, better class—specializing complete layout and production booklets, catalogs, working with artist, photographer, etc. This experience co-operating with Advertising Managers and others, serves me in effectively injecting the much desired "human interest" atmosphere into the photos. Desires interviews — engagements. Personality, Box 419-Y, care of Printers' Ink.

POSITIONS WANTED

TEXTILE COPY BY TEXTILE MAN—Woolen Overseer with advertising training wishes to prepare and submit free samples of advertising copy along textile lines. Send data to Box 19, Hanover, Ill.

Young Woman Copy Writer

Good correspondent, stenographer, four years' advertising experience and study, wants better position. Try me on your work. C. B. WOOLWORTH, 186 Park Ave., Utica, N. Y.

EDUCATED YOUNG MAN with excellent business training in office detail, and a student in Advertising at N.Y. University, seeks advertising connection with a future. Highly recommended. Box Y-494, care Printers' Ink.

HUSTLING, Energetic Advertising Man (27) desires position as assistant to advertising manager. Writes good copy, understands the different phases of advertising. Moderate salary plus opportunity. Samples of work on request. P. O. Box 131, Washington, D. C.

POSITION WANTED by thoroughly experienced trade journal man (inside work preferred). Now connected with one of the largest publications in the country. High-grade man; may invest some money later. Address Box Y-490, care of Printers' Ink.

Truth, Convincingly Told

sells more goods, and sells them better, than hyperbole. I can convince you, Mr. Manufacturer, that I am a Master of Convincing Advertising. Box Y-501, care Printers' Ink.

WANTED—POSITION AS CLASSIFIED MANAGER by young man who has had experience in similar capacity on one of New York's largest dailies. At present employed. Best of references as to ability, etc. Box 508-Y, care of Printers' Ink.

ADVERTISING MANAGER or Assistant—Position wanted by experienced man now with newspaper. Forceful copy writer and correspondent, thorough typographical knowledge, can make attractive layouts, devise plans, intelligently direct helpers. Box Y-503, Printers' Ink.

WANTED—OPENING WITH PROGRESSIVE PAPER

or papers as solicitor in foreign dept. Well known in the agencies and to the national advertisers. Employed at present by one of the large chain of Eastern papers. Best of references. Box Y-507, care of Printers' Ink.

AD WRITER—Bright, energetic and reliable young man (19); 3 years' thorough office experience; 6 months' printing experience. Clear, forceful writer; keen investigator and *thinker*. Not a "know it all" I. C. S. advertising graduate, but knows he must start at a moderate salary. Excellent references. Address, McCARTHY, 16 W. 18 St., Bayonne, N. J.

PRIVATE SECT'Y-ASSISTANT

Earnest, ambitious student of advertising and selling (28); successful stenographer, private secretary, correspondent. Eager for connection as stenographer, secretary, correspondent or assistant, where can capitalize generous store of theoretical knowledge with advertising and selling experience. *Alertness, practical originality and sincerity of purpose, strong points.* No choice as to location. Box Y-498, care of Printers' Ink.

Copy and Service Man

looking for opportunity. "Clean, quick, capable chap with horse sense and vision." Six years' broad agency experience. Making good on large volume of varied copy and merchandising work. Dissatisfied with connection. Can create $50,000 business with co-operation of progressive, well equipped agency. Box Y-509, care Printers' Ink.

99% Efficient

Advertising and Editorial Assistant

Well recommended and educated man (26), with eight years' experience as stenographer-secretary, proofreader, reporter, analyst, editor and office manager, now holding executive position with prominent concern, will consider a change offering better future. Salary secondary to opportunity. Box 504-Y, care of Printers' Ink.

Advertising Assistant

Age 22; forceful copy writer; excellent correspondent; working knowledge engraving and printing methods. Now with Philadelphia specialty shop; have reached my full growth here and want a bigger job as advertising manager or assistant with manufacturer or retailer. Will leave Philadelphia. ROBERT HESSE, 2006 Dreer St., Philadelphia.

I have edited a house-organ with

50,000 circulation; created the advertising literature of a $5,000,000 company; attended to its general publicity and written hundreds of effective circular letters. I have some knowledge of printing and paper. I am at present employed, but seek a change. Box 500-Y, Printers' Ink.

AD-WRITER WITH PUBLISHING EXPERIENCE

I have been publishing class magazine three years; previously had four years' selling and advertising experience. I am told that I am original and forceful; that my copy contains necessary "punch" with right degree of dignity. My references will entirely convince you. Kindly address "AD-PUB," Box 510-Y, Printers' Ink.

A MAN

of initiative and judgment; an experienced sales promoter; who can prepare effective sales literature; knows how to reach out thru the mails and pull in the business by forceful sales letters, so strong, so live, so warm they smoke—sizzle—won't lay still in your basket. Such a man is open for engagement NOW. If you need him, address Box 77, Anderson, Ind.

Outside Ad Man

Place this man into the breach, and experience that feeling of confidence and satisfaction assured by employing Resourcefulness, Originality, Adaptability, Loyalty and Ambition. Age thirty; Employed; Ten years' business experience. Salary $1500. Open for engagement March 1st. Address Box Y-405, care of Printers' Ink.

Advertising Manager

Young, married, college trained, absolutely temperate, with five years' experience as retail dealer and national advertiser. Copy result producing. Knowledge of printing and engraving, has saved dollars for employer. Executive ability has eliminated waste of time and money. A hard worker and result producer. The best of references. Salary $2,500.00, plus an opportunity. Box V-437, Printers' Ink.

Good Man Wants Opportunity

Present connection with one of the largest and most prominent newspapers in a large Eastern City. Would like to hear from some Metropolitan publisher who needs a well trained man either as business manager or advertising manager and will give him opportunity to prove qualifications. Can help some live publisher increase his business. Salary a consideration but can be satisfactorily arranged if you have the opportunity. Address Box 491-Y, care of Printers' Ink.

Advertising and Publicity Man

seeks change and permanent position; wide experience in newspaper and commercial field; holds clean cut record as a business builder through advertising and publicity work; practical department store advertiser, also plan and copy writer for agency; expert on booklets, catalogues, house organs; trade paper and mail order advertising. Can qualify as Secretary, Advertising or Publicity Manager. Highest references. Address Box 473 X, care Printers' Ink.

Advertising Manager

or Agency Connection

Have left largest manufacturing concern of kind in world, located in middle West, to locate in or near New York; and am ready to negotiate with any firm requiring a man of my experience and ability. Twelve years' Advertising and Selling experience with three firms—retail, jobbing and manufacturing. My national campaign this year has been discussed by leading advertising men, and written about in advertising publications, as being one of the strongest and best planned of the year. Age about 30; married; good habits; possess executive ability, thorough knowledge of advertising and understand application of same to sales.

If you have a high-grade proposition calling for a man with sufficient experience and ability to direct the largest department, write in detail. Your comments will be held strictly confidential. Box 506-Y, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale owner will sell his special financial monthly for $10,000. Gross business averages over $20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23rd St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 21,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Jan. 1 to Dec. 31, 1913. Daily average circulation 6,410.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,650, 5c.

New London, *Day*. Eve. Ave. cir., Dec., 1913, 7,906. Double number of all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,806 (◎◎). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,891.

Peoria. *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.

Chicago *Examiner*, average 1911, Sunday 321,417, Daily 235,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

☞ The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Dec. 1913, 13,231. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average Dec. '13, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, *Eve. Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, 9,231. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 63,901.

MAINE

Augusta, Kennebec *Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,887. Sunday *Telegram*, 15,002.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 86,394; daily, 80,048. For Dec., 1913, 78,494 dy.; 89,097 Sun.

GUARANTEED

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Globe*. Average circulation.
Daily (2 cents a copy)
1912, 190,149.
Sunday
1912, 322,915.
Advertising Totals: 1912, 8,642,511 lines
Gain, 1911, 266,450 lines

1,794,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.

Boston, *Evening Transcript* (◎◎). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. 1913 yearly circulation averages of *The Boston Post: Daily Post*, 419,799, *Sunday Post*, 323,641.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,358; 1913, 18,873. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 81,231

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, **105,350.**

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, **100,134**; Sunday *Tribune*, **143,981.**

MISSOURI

St. Louis, *National Farmer and Stock Grower*, **Mo.** Actual average for 1912, **133,455.**

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1913, to Dec. 31, 1913, **11,010.**

Camden, *Post-Telegram*. **11,292** daily average 1913. Camden's oldest daily.

Trenton, *Times*. Only evening and Sunday. '10, **19,236**; '11, **20,115** '12—**21,939.**

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, **13,188.** It's the leading paper.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, **99,692**; daily, **84,496**; *Enquirer*, evening, **37,182.**

Buffalo, *Evening News*. Daily average, ten months, 1913, **103,315.**

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, **6,730.**

Ithaca-Cortlandt, *Gazette*, daily. A. N. Liecty. Actual Average for 1912, **23,010.** Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, **2,666.**

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, **113,497**; Sun., **144,084.** For Dec., 1913, **113,881** daily; Sunday, **147,378.**

Youngstown, *Vindicator*. D'y av., '12, **16,973.** LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, **23,555**; **22,360** av., Dec., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. The *Press* (◎◎) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, **97,233**; the Sunday *Press*, **170,886.**

Washington, *Reporter* and *Observer*, circulation average 1912, **13,060.**

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, **18,185.** In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve. Net, sworn, average 1st 6 mos. 1913, **19,126.**

York, *Dispatch and Daily*. Average for 1913. **19,137.** Covers its territory.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1913, **21,628**—sworn.

Providence, *Daily Journal*. Sworn ave. net paid for 1913, **19,036** (◎◎). Sunday, **30,494** (◎◎). *The Evening Bulletin*, **47,502** sworn ave. net paid for 1913.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, **5,630.**

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1912, **8,599.**

Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily **19,149**; Sunday, **18,835.** March, 1913, average, daily, **20,450**; Sunday, **20,130.**

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1913, **5,197.** Examined by A.A.A.

Burlington, *Free Press*. Examined by A.A.A. **9,415** net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Nov., 1913, **8,870.** Dec., 1913, aver., **8,706.**

WASHINGTON

Seattle, *The Seattle Times* (◎◎) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of **84,182** daily, **86,644** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1912, daily and Sunday, **21,347.**

Tacoma, *News*. Average for year 1912, **20,696.**

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year ending Dec. 31, 1912, **4,045.** Established over 40 years ago.

Janesville, *Gazette*. Daily average, Dec., 1913, daily **6,640**; semi-weekly, **1,499.**

Racine (Wis.) *Journal-News*. Daily average circu. Jan. 1st to Dec. 31st 1913, **6,832.**

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132.**

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, 1st 3 mos. 13, **12,208.** Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av.'13, **19,236.**

DISTRICT OF COLUMBIA

THE *Evening* and *Sunday Star*, Washington, D. C. (◎◎), carries **double** the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with over half a million Sunday cir. and over 240,000 daily cir. brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.





MINNESOTA

THE Minneapolis *Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 **110,179** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and *rate card*.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 83,804 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1912-13, 17,206.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 253 Broadway, N. Y

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

In the Metropolitan District, THE NEW YORK TIMES (OO) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The Seattle *Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, January 29, 1914

Manufacturer As an Educator of Retailer's Salespeople....*H. W. Gossard* 3
President, H. W. Gossard Company.

Shaping the Ad to Leave Conviction.....*Paul E. Ryan* 17
Of the National-Acme Mfg. Company.

Making One Drawing Serve Several Purposes.....*Elkwood T. Naylor* 26

Letters That Seek Out Prospects for Salesmen.....*Cameron McPherson* 35

How Agencies and Publications May Help Each Other..... 40

What Agents Need from Solicitors.....*A. C. Barrell* 40
Of the H. E. Lesan Adv. Agency.

Efficient Co-operation with Agencies.....*J. G. Berrien* 44
Of Calkins & Holden.

Data Publishers Should Furnish Agents.....*E. G. Pratt* 47
Of the J. Walter Thompson Company.

Decision in the Famous Knabe Name Case..... 53

Pact of Agencies and Out-Door Association..... 59

Periodicals Restored to the Mails....*Special Washington Correspondence* 63

A Paying Co-operative Advertising Campaign..... 66

An Open Letter to Advertisers Who "Play Policy".....*Representative* 73

Progress of Advertisers Who Must Be Cautious to Win..*Edwin Bird Wilson* 80
President, Bank Publicity Association.

Editorials 92
Why Not Advertise the Health Department?—Solicitations That Cancel One Another—Getting the Consumer's View-Point—A Lawyer's View of the Selling End.

How Insurance Agency Broke All Records in December..... 96

The Little Schoolmaster's Classroom..... 100

A Big Opportunity for a Big Man

We would be interested in hearing from a high class advertising man to be our resident representative in the Middle West.

A big opportunity for a big man.

Applications considered confidential if so desired.

J. P. GILLROY
Sales Manager

The O. J. Gude Co. N. Y.

220 West 42nd Street, New York City

SERVICE

In the year ending December 31, 1913, THE CHICAGO TRIBUNE printed 43,676.27 columns of advertising, with a gain of 3,936.32 columns over 1912, its biggest previous year.

This tremendous volume of advertising was greater than the amount printed by the first newspaper in New York, Boston or Philadelphia.

It was far greater than the amount of advertising printed in any other Chicago newspaper.

It was 45% of all the advertising printed by the four morning newspapers of Chicago.

It was within 10,597.52 columns of as much advertising as was printed by the three other Chicago morning papers *combined*, even though the total of these three other papers included nearly 4,000 columns of advertising that THE TRIBUNE refuses.

It was 77% in excess of the volume of advertising printed by the next Chicago morning paper.

THE CHICAGO TRIBUNE'S gain in advertising over 1912, its biggest previous year, was about five times as great as the gain of the other Chicago morning paper to show any excess over last year. The two remaining morning papers lost a total of 3,843.45 columns.

In circulation as well as in advertising THE CHICAGO TRIBUNE'S record is noteworthy, as a comparison of the statements to the Federal Government show:

Government Statement: Six Months Ending	Daily	Sunday
September 30, 1913	253,212	366,918
Six Months Ending September 30, 1912	220,500	304,325
Increase	32,712	62,593

Those familiar with THE CHICAGO TRIBUNE and its policies know that the overwhelming supremacy of this paper, both locally and nationally, is due to but one cause—Service.

Through the News, Editorial and Special Feature Departments, Service to the readers.

Through the Advertising and Promotion Departments, Service to the advertiser.

To its readers and its advertisers, who, in appreciation of THE CHICAGO TRIBUNE'S service, have given their support and patronage, we extend our heartfelt thanks for this the most successful year in our history.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1215-1216 Croisic Bldg., 220 Fifth Avenue, New York City